



CUT IT

Pretty cut-out heart & bird canvas



CROCHET IT

Super-sweet, amigurumi giraffe project



SEW IT

Adorable floral felt headband

INSIDE
Butterfly & bird papers

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98
handmade
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cuddles!
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DAY WITH OUR CUTE
HUGGING BUNNIES

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*Fun makes
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- PRESSED FLOWER ART
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Real life

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Welcome



34 Cash in with our canvas cut-out picture



On the COVER

16 Our cuddling bunnies make the perfect Mother's day gift



49 Mother's hearts will soar with our bird and butterfly cards



I am pretty sure there isn't a trumpet big enough to gloriously express how much my mum has done for me – from icky nappies to lifts absolutely everywhere. Which is why we've dedicated the heart of this issue to the mumsies, the mummy-moos and the mammas. And, thankfully, with everyone else thinking of their mums too, you'll find it's a super-lucrative time of year to sell as well!

Start with Vicky Craxton's adorable hugging bunnies (p16). This cute pair epitomise that favourite mum skill – warm hugs – and as a gift they offer the perfect sentiment. Our pretty bird and butterfly Mother's day cards (p49) are a papercraft delight, and Dorothy Wood's beautiful delft cross-stitch necklace (p28) will be adored by all. We've some new crafts too this issue – try our exciting cut-out canvas picture (p34) and our more traditional pressed flower motif on page 74.

For the little ones, we've tropical fish gloves to chase off the last of the winter chill (p36) and a glorious felt floral headband to celebrate the start of spring (p44). And, don't forget to read the inspiring real-life stories and essential craft selling advice too. Happy crafting.

Sophie

SOPHIE JORDAN – ACTING EDITOR

p.s. I hope you enjoy this issue's upcycling booklet as much as we did putting it together – it's perfect for craft newbies and old hands!



36 Make a splash with our tropical fish mittens



44 Sales will bloom with this felt floral headpiece



51

You'll love our birds and butterflies papers

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Mummy bunny
Show some-bunny you love them with our adorable hugging pair

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30-minute make
Make a quick-and-easy profit with these paint card gift tags

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Out of the blue
Customers of all ages will love this delicate delft necklace

30

Easter bake-off
These sweet and sticky hot cross buns will go down a treat

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Make a crafty tenner
Be a cut above the rest with this cut-out canvas picture

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Fishy business
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Mummy makes
Spring has most definitely sprung with our blooming flower headpiece

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For our mum
Send your mum's heart sky high with our Mother's day cards

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Birds and butterflies
Elevate your makes with our beautiful birds and butterfly papers

64

Cool for cats
Cash in on the cat craze with our kooky cat cushion

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From junk to funk
Give a nod to the nautical trend with our rustic rope mirror

74

Flower story
Be the pick of the bunch with our pressed flower letters and come up roses at the craft fair

82

Georgina the giraffe
Reach new heights with your crochet makes with gorgeous Georgina. Who wouldn't love her?

96

More ways than one
Our map-covered accessories will point you in the right direction for craft-selling success



BE AN INSIDER

We want to know what you think. After all, the more we know about you the better placed we are to bring you the best magazine possible. So we would like to invite you to join our online reader panel 'Insiders'.

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We look forward to hearing from you soon.

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Get the lowdown on the latest goings on in the world of craft

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Our polka dot mood board is spot on for springtime style

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How tapping into a trend early lead one crafter to making for the Queen

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Making the most of social media

Get to grips with social media and market your makes online

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Take a sneak peek into the world of Hello! Hooray! blogger Clare Albans

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Erica's super-excited to be getting to work on her new sewing machine

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Our top 10 Easter ideas

Get ready to spring into a new selling season with our top ten tips

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Ask the experts

Our team of experts are here with the best solutions to all your craft-selling conundrums

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Fab freebies

It's so easy to get your hands on the fantastic crafting goodies that we're giving away this month!

106

Online loves

We share our favourite discoveries on the internet this month for great shopping inspiration

Turn to page 100 for those all-important templates

Contributors

Meet three *Craftseller* designers who have created projects just for you this issue...



Joanna Hurdley

Make the cut at the craft fair with Joanna's cut-out canvas picture on page 34.

Once Joanna Hurdley is in the crafting zone, she stays a while, having been known to craft for eight hours straight. She can't pinpoint her favourite craft but holds a preference for all things paper. She first discovered papercraft four years ago when making cards for friends and fell in love. A full-time music teacher who owns more hats than shoes, she can hold a tune on seven different instruments.

Claire Watkins

Follow the road to sales success and make Claire's map accessories on page 96.

A fan of all things vintage and collectable, Claire loves nothing more than reusing objects and turning them into something truly unique. The thrill of a bargain often sees her at car boot sales, scouring bits and bobs for her latest upcycling project. She's also one of the two designers featured in this month's free upcycling booklet, showing her flair and love for the repurposing trend!



Susanne Frank

Susanne's fun fish mittens on page 36 couldn't fail to make you smile.

Susanne loves to create meaningful, personalised gifts and designing one-of-a-kind knitted treasures is her speciality. Her Etsy shop, HandwerkDesign, is filled with beautiful knitted goods, all with their own individual quirk. This month, she's spun up a make that everyone will want to get their hands on - tropical fish mittens that stand out from the crowd.



A SPECIAL MENTION TO

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Making News

Welcome to your one-stop shop for all the latest craft trends, dates and celebs...



UPCYCLING IDEAS

You'll look at your recycling box in a whole new light after a visit to brand new UK upcycling website, remadeinbritain.com. The site features over 300 retailers turning trash into designer treasure, so it's a must-visit if you're looking for design inspiration or want to update your home with a stand-out piece.



3 MINUTES WITH ALEX MONROE

1 My sketching is often inspired by nature, which is frequently at the root of my designs. But I get inspiration from almost everything: a movie, an exhibition, or just people watching on the tube.

2 The real highlight of my career is when I unexpectedly come across someone wearing a piece of my jewellery and they looked great in it. That's really what it's all about for me. The most rewarding thing that I get to do now, is having time to potter in my workshop, making all kinds of things.

3 My top tip for turning a passion into a career is to enjoy it! If the joy of making things has gone, you'd be better off doing something else. I'd also advise never making or selling anything that you're not 100% proud of.

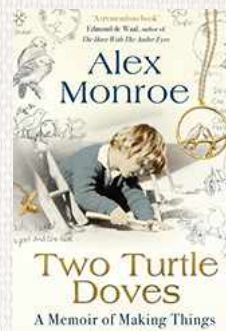
MAKE AN EXHIBITION

ABANDON ALL YOUR SPENDING RESOLUTIONS and head to Birmingham for a serious shopping fix. From 19-22nd March, the NEC is home to three fantastic shows – Hobbycrafts, Sewing for Pleasure and Fashion, Embroidery & Stitch. One ticket will gain your entry to all three, and you'll find over 300 exhibitors selling and demonstrating the latest trends and must-buys. Perfect for replenishing your craft stash. Tickets cost £10.50 each and are available from ichfevents.co.uk.



IT'S PERSONAL

Oliver Bonas (oliverbonas.com) has launched a stylish range of personalised products for 2015, allowing customers to add individual details to notebooks, candles and jewellery for a unique gift. It's a great way to make your products stand out in a crowded marketplace, so why not give it a go on your own makes?



The paperback edition of *Two Turtle Doves: A Memoir of Making Things*, published by Bloomsbury, is on sale now. Find Alex's jewellery at alexmonroe.co.uk.

THIS MONTH'S SELLER SOPHIE PARKER



With a background in textiles, Sophie jumped into her own design business right out of art school. All of her illustrations start life in her studio outside London, and feature cute characters like tattooed pugs and tipsy badgers. You can see more of Sophie's work on her website at sophie-parker.com.



VISIT: The Sewing Café

With eight sewing machines to use by the hour and an incredible collection of fabrics to shop, The Sewing Café in Hinckley, Leicestershire, is the perfect place to work on your latest project whilst enjoying a cuppa. You'll also find regular workshops, where you can learn to make anything from bunting and blankets to toys and make-up bags, with all materials provided. Find out more at thesewingcafe.co.uk.

Charity Dates

Bake some treats this month to help raise funds for these three fantastic charities...

AROUND THE UK

GIRL POWER

March 8th is International Women's Day, so why not hold a bake sale to help a charity supporting women near you?



RED NOSE DAY

Help support the work done by Comic Relief this Red Nose Day on Friday 13th March. Order your fundraising kit at rednoseday.com.



WATER WORK

Hold a cake sale for World Water Day on 22nd March. Just £15 gives one person access to a lasting supply of clean water.



CURL UP WITH A GOOD BOOK

IT'S WORLD BOOK DAY on March 5th, so discover your inner literary critic with these beautiful buys for book lovers. We have a major crush on this amazing *Pride & Prejudice* Kindle cover. Book-themed products are set to be big news for 2015, so try using them in your products. From quirky folded book art to novel clutches and easy-to-make love poetry confetti, tap into the trend and turn a profit from a love of all things paper!



SUPER SITES

Our pick of the best from the world of online this month...

thepurlbee.com

Find step-by-step tutorials and projects for stitching, embroidery, knitting and sewing on this gorgeous New York-based site.

onesheepishgirl.com

Crochet obsessives will love Texas-based Meredith Crawford and her kitsch-cool projects.

pretaportobello.com

This fab site, selling direct from Portobello Road Market, now offers new designers a chance to sell on their new MarketSpace. Check it out!



Dear Craftseller

Appeal to tourists with travel-themed souvenirs



Spruce up the tea break with these quirky coasters

Email yourletters@craft-seller.com with your latest crafting and selling stories – the star letter wins an Abakhan prize!

Candlestick-maker

I'VE ALWAYS LOVED CANDLES and, like many people, I've long associated them with love and romance. Yet it was only after I received a candle making kit as a gift that I began making my own. Since then, I've spent hours mixing colours and fragrances to create these unique pieces.

I've enjoyed the process so much that I'm now considering selling my candles along with some other crafts. I've even thought of a name for my would-be business – Pebbles On The Beach.

CLAIRE WRIGHT, STOKE-ON-TRENT, STAFFORDSHIRE

CS A perfect name – don't let it go to waste, Claire.



Candle making is increasingly popular

To the moon

I STARTED MAKING AND SELLING two years ago making personalised items and home decor.

As I was a stay-at-home mum, it was mainly a hobby – time was always a major constraint.

However, my youngest child started school full-time in 2014 and I'm now lucky enough to have the time to expand my hobby into a business (which I've named Moon and Sixpence) and to try out new ideas. I always consider what things I would like to see in my own home and my friends always have their own ideas of things they'd like me to make. My biggest achievement so far was being recognised at a craft fair in December through the bauble wreaths I had sold online.

RACHEL SAKA, LEEDS

CS These original coasters are bound to get you noticed, too. Well done, Rachel.

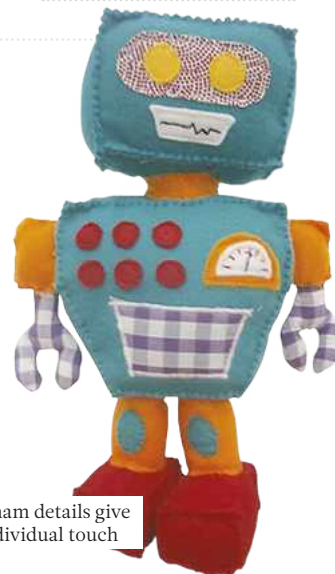
Mummy makes

I FIRST PICKED UP *CRAFTSELLER* when the foxy cover star caught my eye over a year ago and it's inspired me ever since. Over the holidays, my four-year-old son spotted the cover with the robot and asked if I could make him one of his own. It inspired him, too, as he gave it a go alongside me. He found some of the bits tricky though, so we adjusted the pattern and turned his into a puppet. Here's our finished robot – we hope you like our sparky make!

JENNIFER SEYMOUR, GOSPORT, HAMPSHIRE

CS Who needs toy stores when you can make as good as this? We bet you're in the good books now!

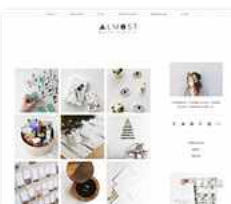
Gingham details give an individual touch



Crafty Blog



www.almostmakesperfect.com



This blog has a really colourful mix of DIY, style, travel and cooking. The DIY tutorials have a practical purpose and are all projects that you would want to give a go. Great for quirky gift ideas. Love the cool LA vibe, too.

LUCY BYRNE, LONDON



Star
LETTER

Helen's designs are
timelessly precious

DRESS DESIGNS

I'VE ALWAYS WANTED MY CHILDREN to dress like little girls as opposed to mini teenagers which is what many high street shops seem to promote. This inspired me to set up my own business, Lily & Giraffe, making and selling girls' clothing. I love using bright and colourful fabrics in my creations and for my clothes to really stand out from the crowd. The business has been running now for six months and it's going from strength to strength. I'm really enjoying juggling family life with my fabric obsession.

HELEN YARD, ASHBY, LEICESTERSHIRE

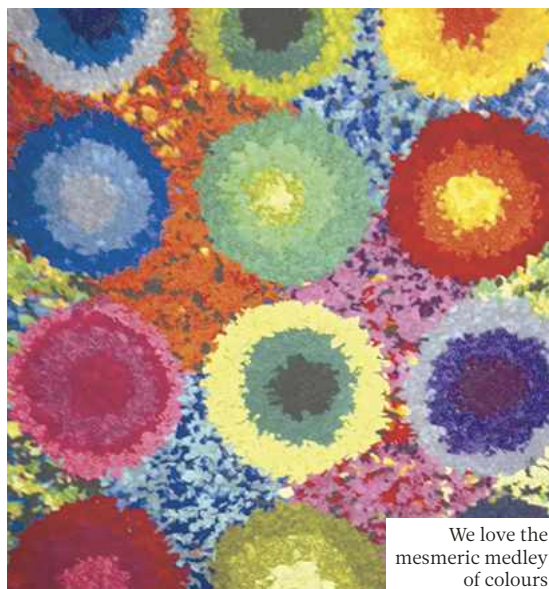
CS Does this come in our size? We want it!

STAR LETTER PRIZE!

This month our star letter writer wins £50 worth of vouchers to spend at abakhan.co.uk



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We love the
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of colours

Magic carpet

RECENTLY, MY BROTHER BOUGHT a lovely narrow boat to live on but it was in need of a touch of colour. So, I took a quick refresher course at the Harrogate Knitting & Stitching Show and set about making this multicoloured rug. It took over 30 t-shirts and a few hours more than I expected, but it was all worth it because he absolutely loves it. I'm definitely going to make more as a few people have expressed an interest in buying one. It's a difficult product to price, though. After a short break, I've seriously got the craft bug again.

ANUSKA WITTMANN, HARROGATE, YORKSHIRE

CS Look at what other similar items are selling for to get a better idea. We'd pay good money!

Contemporary crochet

I'M A CROCHET ENTHUSIAST who loves to design and make standout pieces using a traditional method with a modern twist. With a hectic home life, I wanted a job that would work around family demands. I decided to rekindle my love of crochet and turn my passion for making into a business. That's really the reason why I set up my company, Elizabeth Laker, in 2011. I first started selling makes on my Facebook page before opening an Etsy shop and am still amazed at what I've achieved with just a hook and a ball of yarn.

KATIE MORTON, ROTHERHAM

CS These makes really bring the crochet craze up-to-date, Katie.



Letters are subject to editing in accordance with *Craftseller* style guidelines

Crafty
talks



Here are some
of our favourite
posts and tweets
this month...

Love *Craftseller* mag.
Can't put it down
- must go to sleep!
@STRAWBEESD

Perfect antidote to NYC
jet lag: reading *Craftseller*
tucked up in bed.
@CALLIECARLING

Naughty *Craftseller*
making me want to
try new things.
@GEMSKAYJAY

Picked up my first issue
of *Craftseller* - where has it
been all my life?
@LOVE_OFBUTTONS

Fantastic, as usual.
Juan the chihuahua is
top of my make list
@SALLYB1997



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Dear *Craftseller*, 2nd Floor,
Tower House, Fairfax
Street, Bristol BS1 3BN

PIN IT



Polka dot

Pinpoint the perfect print for spring with these dotty designs, they're guaranteed to take the spotlight!





13

- 1 Gisela Graham Shoreline Bunting, £8.99, mollicandfred.co.uk
- 2 Navy Gold Spot Jumpsuit, £49, very.co.uk
- 3 Set of Four Dotty Linen Napkins, £21 by Aqua Door Designs on etsy.com
- 4 Organic Cotton Fabric in Madelaine Lavender, £18, ochreandocre.com
- 5 Pink Polka Dot Wrapping Paper, £6.95, dotcomgiftshop.com
- 6 Dexam Polka Dot Measuring Cups, £13.50, kitchenbuddies.co.uk
- 7 Cream Cupcake Money Box, £9.34, trendstyle-online.de
- 8 Navy Spot Pointed Slingbacks, £27.60, boden.co.uk
- 9 Neon Circle Stickers by NEONLDN, £1.30 on etsy.com
- 10 Patched Spot Scarf, £19.95, whitestuff.co.uk
- 11 Red Polka Dot Paper Cups, £1.80, candleandcake.co.uk
- 12 Cerise Cushion, £22, lesparigotes.com
- 13 Fulton Birdcage Umbrella, £18.95, brollied.com
- 14 Dotty Pink Organic Cotton Duvet Cover, £50, thefinecottoncompany.com
- 15 Chunky Ballpoint Pen, £6, cathkidston.com
- 16 Black Spot Shopper Bag, £17.99, newlook.com
- 17 Polka Dot Mug Set, £5, george.com
- 18 Craft Kit, £65, madinengland.com
- 19 Great Spot Cover, £45, Rattan Basket, £110, charleychau.com



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17



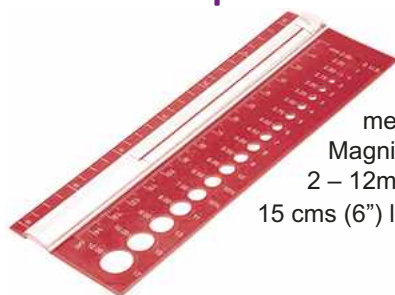
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 3.00, 3.25, 3.50, 4.00, 4.5 mm **£7.25 pr**
 5.00, 5.5, 6.00 mm **£8.40 pr**
 7.00, 8.00 mm **£10.80 pr**
 9.00, 10.00 mm **£13.20 pr**
 12.00 mm **£15.60 pr**

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Symfonie De Luxe set

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Clover Row counter

Pendant style for using with circular needles. Just click to change the number. Lockable **£6.95**



Nova Metal De Luxe Set

has 8 pairs of needles sizes 3.5, 4.0, 4.5, 5.00, 5.5, 6.0, 7.0 and 8.0mm and 4 cables to make 60, 80, 100 and 120 cms circular needles **£49.95**



Knit-Pro Symfonie Crochet Hooks

Remember to state size:-
 3.00, 3.50 mm **£4.30**
 4.00, 4.50 **£4.75**
 5.00, 5.50 mm **£5.10**
 6.00 mm **£5.95**



Nova Starter Set

has 3 pairs of needles sizes 4, 5, and 6mm and three cables to make 60, 80, and 100 cms circular needles. **£19.50**



Symfonie Starter set

Has 3 knitting tips sizes 4mm, 5mm, 6mm and three cables 60cm, 80cm and 100cm.
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Stash it!



Take crafty inspiration from our pick of new products



Premana stock **embroidery scissors**, £6, cloudcraft.co.uk • Debbie Bliss Fine **Donegal wool** in terracotta, £11.95, tangled-yarn.co.uk
• Pack of 100 John Lewis heritage straight **steel pins**, £3, johnlewis.com



Papermania 20 mini **dye based ink pads**, £12.95, therange.co.uk • **Felt sheet** value pack, £3.99, bakerross.co.uk
• Boodles **textile yarn** in purple, £6, hobbycraft.co.uk



Metallic thread in amethyst, £2.99, the-beadshop.co.uk • Crate of **coloured mini twine**, £19.99, oakroomshop.co.uk
• Collection of handmade vintage **map buttons**, £5, bombus.co.uk



Bunny hugs

With Mother's Day and Easter just around the corner, inject some serious gift appeal into your craft stall with our adorable bunny pair. **By Vicky Craxton**



COVER
stars



INFORMATION

Materials

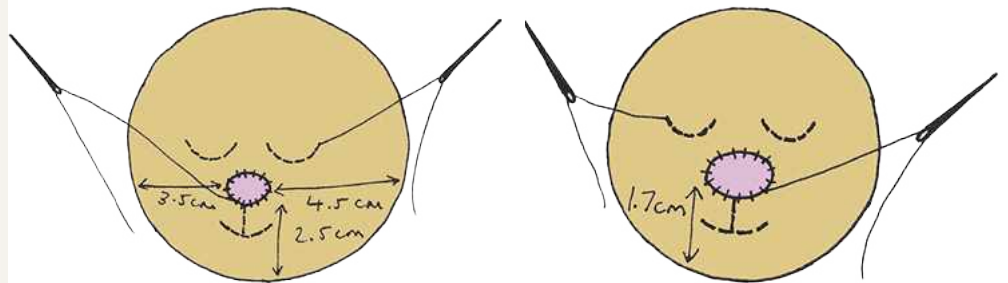
- * Beige felt measuring 30 x 47cm (11³/₄ x 18¹/₂in)
- * Oddment of baby pink felt
- * Ditsy fabric measuring 15 x 20cm (6 x 7in)
- * Baby blue polka dot fabric measuring 44 x 14cm (17¹/₄ x 5¹/₂in)
- * Plain white fabric measuring 10 x 7cm (4 x 2³/₄in)
- * Baby pink polyester satin fabric measuring 22 x 12cm (8³/₄ x 4³/₄in)
- * Embroidery thread in black and beige
- * Sewing thread in baby pink, white, beige and baby blue
- * Polyester toy filling
- * 2 x 14mm round two-hole buttons
- * 1 x 8mm round two-hole button in baby pink
- * 1 x 15mm white pom-pom
- * 1 x 25mm white pom-pom
- * 50cm (19³/₄in) length of 10mm wide white satin ribbon
- * 8cm (3¹/₄in) length of 25mm wide gathered white broderie anglaise lace trim
- * 14cm (5¹/₂in) length of 20mm wide white broderie anglaise lace trim
- * 13cm (5in) doll needle

Sizes: Mummy – 20 x 23cm (8 x 9in)
Baby – 7 x 11cm (2³/₄ x 4¹/₄in)

Skill: Moderate

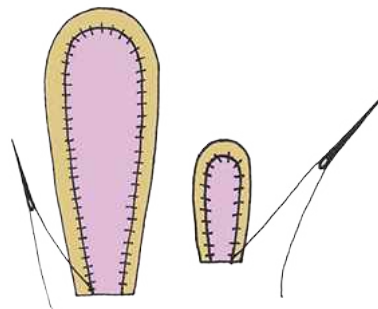
How to make the bunnies

Our sweet mummy rabbit with her baby bunny will pull at the heartstrings of shoppers this spring, and are perfect for both Mother's Day and Easter gifts. They're made from a soft wool felt with stylish satin touches and decorated with super-cute ditsy and polka dot fabrics with broderie anglaise lace trim detail. The mummy bunny has jointed legs so she can sit or stand almost anywhere and the baby bunny nestles safely in her arms.

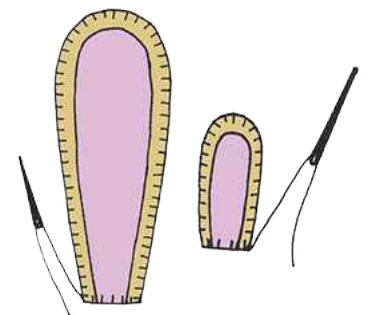


1 Use the templates on page 102-103 to cut out the bunny pieces in the colours indicated. On the Back Dress template, cut down the middle line. The templates include a 0.5cm (1/4in) seam allowance. Sew the Mummy Bunny Nose onto one Mummy Bunny Head, as shown. Use all the strands of black embroidery thread to sew a backstitch smile and curves for eyes.

2 Using an overstitch, sew the Baby Bunny Nose onto one Baby Bunny Head so it is positioned in the middle, about 1.7cm (3/4in) from the bottom of the head. From the bottom of the nose, sew a backstitch smile using all the strands of the black embroidery thread. Then above the nose, sew a backstitch curve each side for the eyes, as shown.

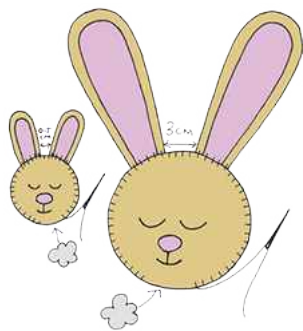


3 Sew the pink satin ears to the felt ears using an overstitch. Make sure the pink ears are positioned in the centre of the felt ears with the bottom edges meeting, and tuck the edges of the satin ear shapes under as you sew them in place to prevent them fraying.

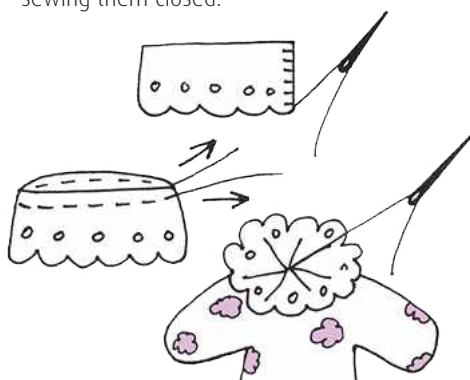


4 Sew the remaining two felt ears to the back of the ears with the pink satin on them, using an overstitch on the front.

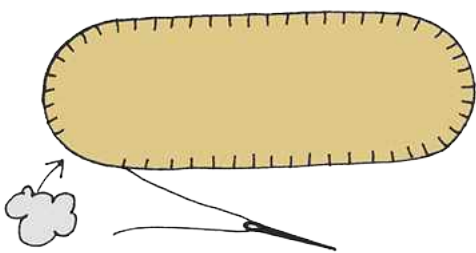
SAFETY FIRST Our bunny characters are not designed as toys or meant for young children. Always ensure your work is well-stitched and loose parts are securely attached. **Remember, if you intend to sell these bunnies, even if not sold as toys, there are strict regulations to adhere to. Visit craft-seller.com for advice.**



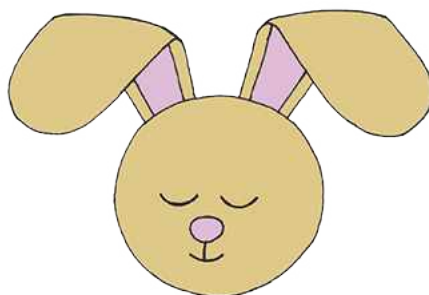
5 For both bunnies, pin the ends of the ears between the front and back head shapes at the top. The baby's should be 0.5cm (1/4in) apart and the mummy's 3cm (1 1/4in) apart. Using an overstitch, sew the head shapes together and stuff with toy filling before sewing them closed.



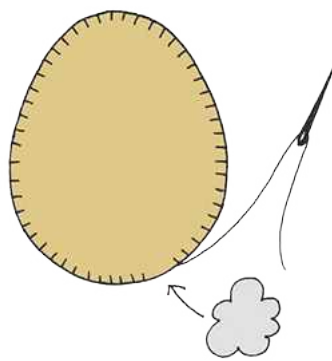
8 Fold the 14cm (5 1/2in) lace trim in half with right-sides facing and sew the ends together. Turn through and sew a running stitch along the edge. Pull the threads so the lace trim gathers up to form a rosette. Sew the rosette on top of the baby bunny's body to make a frilly collar. Sew the baby bunny's head to the body. Sew the smaller pom-pom to the back of the baby bunny as a tail.



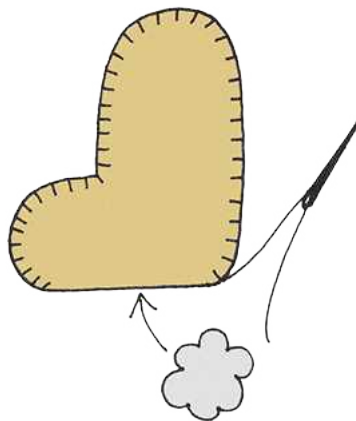
11 Sew each pair of arm shapes together using an overstitch and stuff with toy filling before sewing them closed. Sew the end of each arm to each side of the body at the top. When sewing them in place, position the left arm so it points straight forward and the right arm so it points down slightly.



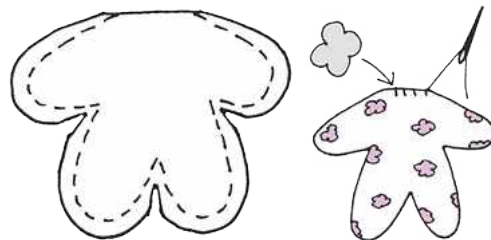
6 Fold over the ends of the mummy bunny's ears to the front so they are pointing down diagonally, then secure them in place with a couple of tiny stitches at the back.



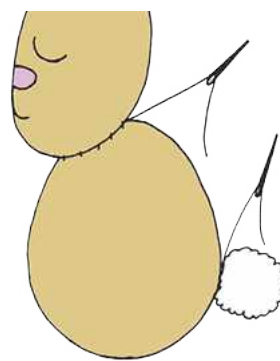
9 Sew the mummy bunny body shapes together using an overstitch and leaving the top open. Stuff the body with toy filling before sewing it closed.



12 Sew each pair of leg shapes together using an overstitch, leaving the straight end open. Stuff the legs with toy filling.



7 Machine stitch the Baby Bunny Body shapes together with right sides facing and leaving the top open. Cut a notch in each corner to prevent the fabric bunching up. Turn the body inside out and stuff it with toy filling. Tuck in the edges at the top and sew up the gap with an overstitch.

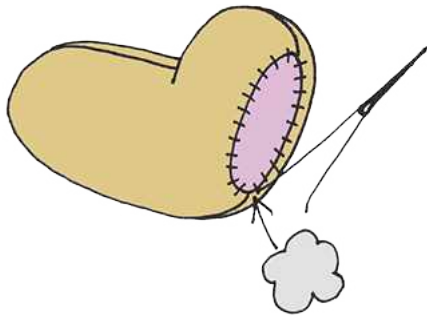


10 Sew the bottom of the mummy bunny's head onto the top of the body, with the stitched side of the body facing the front. Position the head slightly to the front of the body instead of directly on top and sew a lot of stitches to prevent it flopping. Sew the large pom-pom in place to make a tail.

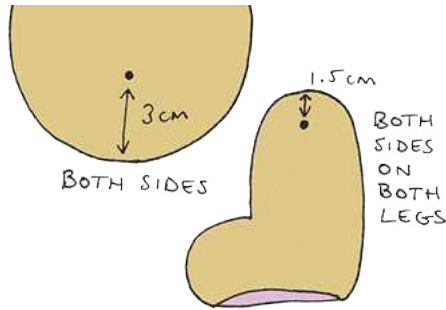


Position the tail peeping through for extra cuteness!

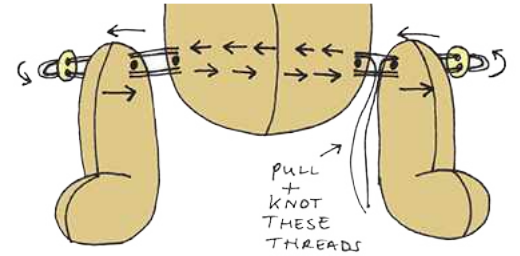
SEW IT



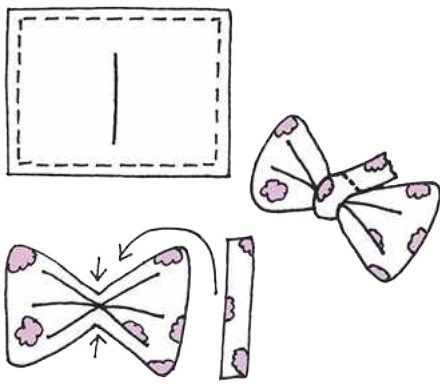
13 Sew each foot pad onto the end of each leg to cover the gap. Use an overstitch and tuck in the edges of the foot pad as you go. Finish stuffing the leg with toy filling before sewing it securely closed.



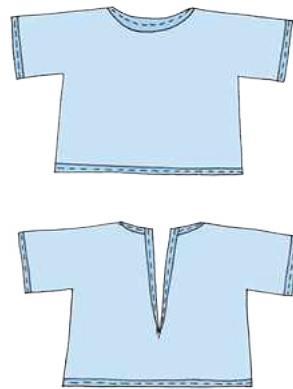
14 Draw a dot either side of the mummy bunny's body 3cm (1¼in) from the bottom edge and in the middle. On each side of each leg, draw a dot so it is 1.5cm (½in) from the top edge and in the middle.



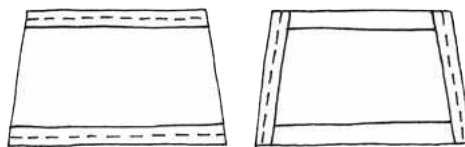
15 Using beige embroidery thread, insert the doll needle through the dot on one side of the body and push through to the opposite dot leaving a long length of thread at the start. Now push the needle through the dot on one leg on the same side and thread a button on the end. Push through to opposite dot, then back through the second hole in the button. Go back through leg and body and repeat to attach other leg. Take the needle back through button, leg and body, then leg and button on other side, following the same path as before. Repeat one last time, and as you go back through the second leg for the second time, instead of inserting the needle into the body, pull it out between the leg and body where the long length of thread that you left before should be. Pull the threads tight to make the buttons dimple. Tie the loose threads together to secure.



16 Place the bow shapes together, right sides facing, and sew all four sides together. Pull the two pieces apart in the middle and cut a vertical slit in one piece. Turn through. Fold under the edges of the knot shape lengthways. Pinch the middle of the bow, then wrap the knot shape tightly around it, sewing the ends together at the back of the bow. Cut away the excess fabric from the knot, then sew the bow onto the mummy bunny's head.



17 On the front dress shape, turn under the ends of the sleeves and the bottom edge of the dress by 0.5cm (¼in) and machine stitch in place. Turn the top curved edge under by 1cm (½in) and machine stitch in place. On the back dress shape, turn the ends of the sleeves, the bottom edge of the dress, the top curves and the edges of the middle cut under by 0.5cm (½in) and sew them in place.



18 Machine stitch the dress shapes together with right sides facing; only sew the top edges of the sleeves, the bottom edges of the sleeves and the left and right sides of the dress. Cut a notch in each corner to prevent the fabric bunching. Turn the dress through and pull onto the mummy so her tail is poking out. Cross over the top corners at the back and sew the pink button in place to secure.

19 Turn the top and bottom edges of the pinny shape under by 0.5cm (½in) and machine stitch them in place. Turn the left and right edges under by 0.5cm (½in) and machine stitch them in place.



20 Turn ends of the lace trim under by 0.5cm (½in) and machine stitch in place. Sew the top of the trim to the bottom of the pinny. Pin the ribbon to top of the pinny and machine stitch in place with a line of stitching along the top edge and the bottom edge of the ribbon. Tie the pinny around the mummy's tummy. Sew the baby to the mummy by placing it in her arms and stitching the hands to the baby's body. 21



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“Vogue featured my pom-poms!”

Juliet Carr’s Paper Pom business is the biggest in the UK, and by spotting a trend early she turned a hobby into a full-time career. **By Karen Dunn**

While paper poms can now be spotted prettifying weddings and festooning window displays up and down the country, they were somewhat of a forgotten craft back in 2009. It was a streak of serendipitous fortune that Juliet Carr, 41, rediscovered the paper puffs while sourcing wedding decorations for a friend. Since then, she has not only built up a huge papercraft business – PaperPomsUK – but she’s made for everyone from Vogue and Keira Knightley to the Queen.

As we sit down for a cup of tea flanked by a rainbow of paper tassel garlands and bright blooming flowers, Juliet admits she’s come a long way from putting in 18-hour days making poms from her tiny flat... “I discovered paper poms purely by chance. I was trawling through the internet, looking into decorations for a friend’s wedding and came across paper poms on Martha Stewart’s website. The first ones I made were a bit tatty around the edges, but I was surprised at how beautiful they could look. I did a bit more researching and found that there was no one making and selling them in the UK, which got me wondering if there was a gap in the market.

At the time, I was working as a freelance project manager, running parties and hosting events for a London company. I had also just started managing events for a client in Egypt which meant travelling over there every month.

It was then that I began a juggling act of working my regular daytime job before going home to make poms and work on building my first website. I spent an age working on the site’s SEO and I also set up my own Etsy store and gradually, the orders started trickling in. I didn’t make any money at first as I spent everything I made adding to my paper stock and building up the colours I could offer.

“Suddenly the fun hobby had to become my full-time job. It was very scary.”

My first big break came when the editor of *Wedding Magazine* asked if I could make some poms for her own big day. They were featured in the magazine and suddenly all the other bridal titles were ringing up and asking if they could have them for their shoots, too. Before I knew it, I was being featured in all the bridal magazines and wedding blogs in the UK.

Then, in 2011, the riots in Egypt broke out and my work there stopped. Suddenly the fun hobby had to become my full-time job. It was very scary, but luckily the very next day, I was quoted for £1,000 worth of poms

and I realised it may just work. I also started to get big orders from companies and I have to admit, I did get a bit overwhelmed.

The business was taking over my tiny flat: I had all my orders strung up on ribbon across my living room, all my paper in zip-up toy bags, my boxes were stacked behind the sofa, scissors were everywhere, plus I had a cat who loved to play with all the ribbon! I was getting up at 6am every day to answer emails and wasn’t clocking off until 2am. I did some huge jobs from the flat including making 10,500 poms for The Garden Centre Group. I had 20 people working for me from their homes including a guy delivering all the paper and picking up all the poms that I then had to count, check and pack. It was an enormous task and there were a few times when I didn’t think we’d get it finished, but to my relief, we actually delivered them a week early. Then Gap phoned the next day and ordered 5,000 poms for their stores and the whole process started all over again!

The long hours could be trying – I even lost a boyfriend because he couldn’t handle the amount of time I spent working. However, I then met my fiancé, Clive, who persuaded me that I should get a studio. It felt like a big leap to take at first, but we found a gorgeous little Victorian building in Tulse Hill and, despite the fact we needed to completely replace the ceiling and spend a month making it workable, I loved it.



Clockwise from top left: Juliet in her joyfully colour-filled studio; paper flowers are big business; the Queen was reportedly thrilled with her paper flower bouquet; after a month-long renovation project, the Tulsa Hill studio is a perfect workspace; tassel garlands make great party pieces





Clockwise from top left: the company's products have grown with client requests; colourful craft supplies for upcoming projects; Juliet nestled among a garden of paper flowers



Since then, we've worked for some really big clients including Ralph Lauren, Mappin and Webb, Jimmy Choo and the BBC. However, the biggest client I've worked for is the Queen! I was contacted by the inventor in residence at the Science Museum, to see if I could make a bouquet of flowers from some old ticker tape. It was only when I said yes that I was informed who it was for. It was all very exciting. We spent a day trying out different origami flowers using sheets of copper and old punch cards, then four of us spent two days making the final bouquet. The Queen was presented with the bouquet after she opened the new Information Age gallery and I am reliably informed that after looking very serious all day, she beamed when she saw the flowers and then refused to let anyone else hold them. The flowers

went back to Windsor Castle in their own car and are now on display in the Grand Library. Prince Phillip even suggested we make some limited edition bouquets for the museum to sell, so we're working on those.

“The Queen beamed when she saw the flowers and refused to let anyone else hold them.”

As the requests have changed, so have our products. We've made everything from specialised bunting and giant flowers to paper tassels and metallic garlands. If it can be made from paper, we can make it!

Juliet's top three craft tips

Never say no

So many jobs lead on to others so I've learned never to say no to anything. It may sound crazy when there doesn't seem to be enough hours in the day to get everything done, but if you don't do the job someone else will and they'll be the ones to get the repeat business. Always make room for big clients.

Manage your deadlines

Hitting deadlines is absolutely key to keeping and getting more business. This is especially true when you're dealing with people's weddings. I'd be mortified if a late order ruined someone's big day. Use spreadsheets and calendars to help manage your time, and find which technique works best for you.

Be willing to change to grow

You have to diversify and always be looking out for what the next big trend might be so you don't get left behind. Had I not started making new items as other companies started making poms, we could have easily got lost among all the other businesses.

The business has changed a little since having my son, Jasper, 16 months ago. I'm now working on lots of new craft kits and, after teaching pom and tassel making at The Handmade Fair, I'd like to get into hosting more workshops.

The funny thing is, when I made those first poms for my friend's wedding, I'd forgotten that my mum used to make them in the '70s. She dug out a picture of me sitting with them at one of her charity stalls at a Donkey Derby. It seems poms were what I was always meant to do.”



For more on Juliet and her amazing business PaperPomsUK visit: paperpoms.co.uk or follow her on Twitter at [@paperpom](https://twitter.com/paperpom)

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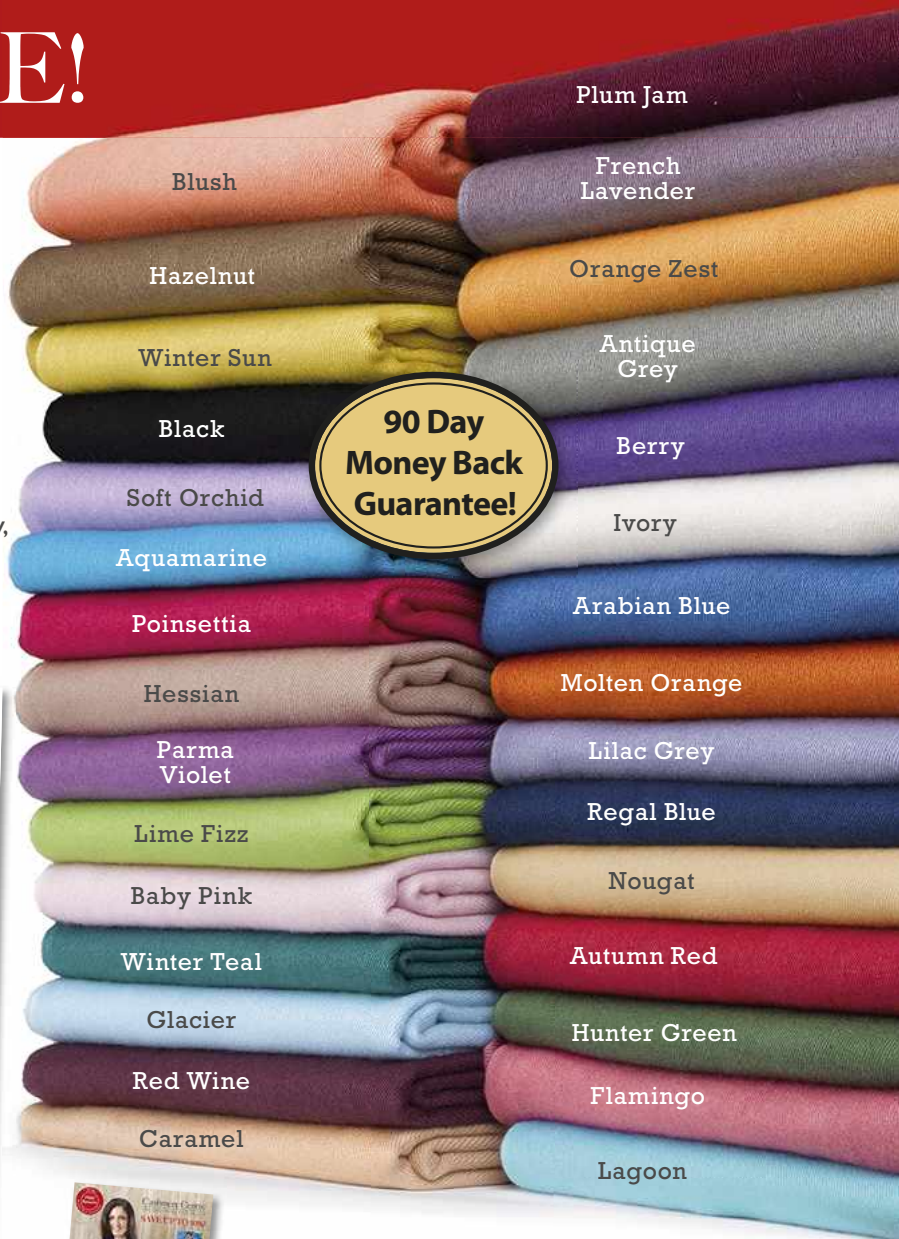
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30-minute make

Turn old paint charts into colourful tags for a quick make that will earn you a quick profit, too! **By Jessica Byrne**

1 Use the star template on page 101 to cut out a star shape. You can change the shape to match the occasion, so try hearts for Valentine's Day, trees for Christmas or moustaches for Father's Day!

MAKE A
PROFIT!
MAKE FOR 10P
& SELL
FOR £3
FOR A SET OF 6



TOP TIP

If you're making lots of tags, then use a punch or die-cutter to cut super-neat shapes in no time



2 Trace the template onto the back of your paint colour card – you can pick up these free of charge from most DIY shops. Use just one colour per tag, or place the template across a variety of shades for a multi-tone tag.

3 Cut out the star using sharp scissors, then punch a hole in the top. Loop a piece of cotton thread through the hole, to finish.

INFORMATION

Materials

- * Paint colour cards
- * White cotton thread
- * Hole punch
- * Small sharp scissors

Size: 4 x 4cm (1½ x 1½in)

Skill level: Easy

MAKE A
PROFIT!
MAKE FOR £5.50
& SELL
FOR £15





Out of the blue...

Maximise those Mother's Day sales with a statement necklace for stylish mums. It's quick to make and at just £15 is the perfect price point for gifts. **By Dorothy Wood**

INFORMATION

Materials

- 28-count antique white evenweave fabric measuring 8 x 24cm (3 x 9in)
- Stranded cotton, Anchor 146
- Size 24 tapestry needle
- Light-weight iron-on interfacing, measuring 6 x 18cm (2½ x 7 ½in)
- Sewing thread and needle
- 3x 29mm self-cover metal buttons
- 1m of 16mm silk ribbon

We got our materials from
Londonbeadco.co.uk

Size: 29mm buttons

Skill level: Easy


How to make the necklace

1 Using two strands of embroidery cotton and following the charts below, stitch each motif in the middle of an 8 x 8cm (3¼ x 3¼in) piece of evenweave fabric. Sew in all thread ends, then iron lightweight interfacing on the reverse of the fabric.

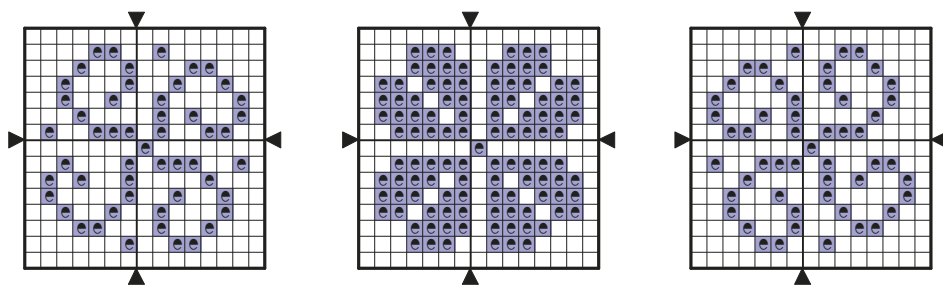
2 Cut a 5cm (2in) cardboard circle and use it as a template to cut three circles in the fabric with a cross stitch motif in the centre of each one. Stitch a line of running stitch around the edge of each circle.

3 Remove the metal shank from inside the self-cover button. Lay face down on

the reverse of the stitched fabric and pull the thread to gather evenly. Tie the thread ends using a surgeon's knot (like a reef knot but take left thread over right twice first, then right over left). Repeat with the other circles.

4 Cut two 7cm (1¼in) lengths of ribbon and tie an overhand knot in the middle. Cut the remaining ribbon in half and tie an overhand knot on one end of each length. Arrange a short length ribbon on each side of the middle button with the knots just over the edge. Position the other buttons on either side and add the longer ribbons just above centre. Tuck the ribbon in the back of the buttons, and push on the back to finish. 

NECKLACE CHART



NECKLACE KEY

Cross stitch in two strands

	Anchor	DMC	Madeira	Colour
	146	322	911	blue

Stitch count 13 high x 13 wide

Design area 14 HPI (28-count evenweave) – 2.5 x 2.5cm (1 x 1in)

These designs were stitched using Anchor stranded cotton on 28-count evenweave over two threads of the fabric

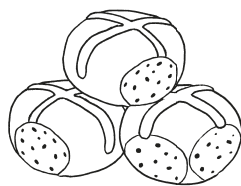
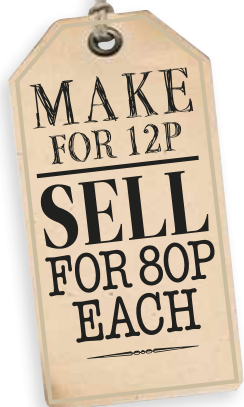
We've used materials you're likely to find in your workbox to make this on-trend necklace inspired by the distinctive blue and white Delft pottery from the Netherlands. Patterns on the Delftware range from geometric to architecture and the natural world and we've developed three simple designs that are suitable even for a beginner. You could stitch the design on 14-count aida for a first attempt but you will get a more attractive finish using 28-count evenweave – just remember that the cross stitches are worked over two threads. The designs are small and simple to work and, as you can easily make the necklace in just a few hours, you'll find this a profitable project to add to your range.

BAKE IT



♥
We love...
a trendy
slate serving
platter





Easter bake-off

Put a new twist on a seasonal favourite when you make our mini cranberry and white chocolate hot cross buns. **By Jess Sharpe**

INGREDIENTS

For the buns:

- * 500g (18oz) strong flour
- * 85g (3oz) caster sugar
- * 1/2 tsp salt
- * 2 tsp cinnamon
- * 1 tsp mixed spice
- * 50g (1 1/2oz) room-temperature butter, cut into pieces
- * 7g (1/4oz) sachet easy-blend yeast
- * 75g (2 1/2oz) cranberries
- * 50g (1 1/2oz) white chocolate, finely chopped
- * 150ml milk mixed with 150ml water

For the topping:

- * 3 tbsp plain flour
- * 4 tbsp golden syrup

Time: 4 hours (including proving and baking time)

Makes: 25 hot cross buns

Skill level: Moderate

ALLERGY ADVICE When you are selling homemade treats like our hot cross buns, make sure you label all products with clear allergy warnings. For best practice make sure you have a full list of the ingredients used available to give to any customers who ask. **For more information on food safety advice, visit the Food Standards Agency at food.gov.uk**

Bunnies and chocolate eggs are all very well, but nothing says 'Easter' quite like the smell of a freshly toasted hot cross bun. We've updated the classic recipe for 2015 with a cranberry and white chocolate combo that's sure to see hungry shoppers following their noses to your stall. Hot cross buns are traditionally eaten on Good Friday, so as well as selling warm versions on the day, wrap some in gift boxes for customers to enjoy at home. Experiment with flavours such as dark chocolate and sour cherry or milk chocolate and apricot to earn yourself a reputation for the most mouth-watering treats in town!

How to make hot cross buns

1 Mix the flour, salt, sugar and spices together in a large bowl. Rub the butter into the dry ingredients with your fingertips, then stir in the yeast. Heat the milk and water until lukewarm and gradually incorporate into the dry ingredients until you have a soft dough. Use your hands or the dough hook of the mixer to knead the dough for around five minutes or until it is smooth and no longer sticky. Return the dough to the bowl and cover with cling film or a tea towel, then leave to rise for two hours or until it has doubled in size.

2 Once the dough has doubled in size, incorporate the cranberries and chocolate, kneading until they are evenly distributed. Divide the dough into 25 walnut-sized balls (they will weigh



Serve warm with lashings of real butter!

approximately 45g (1 1/2oz) each) and place them approximately 2cm (3/4in) apart on a greased baking tray. Cover the tray with cling film and leave for around 30-40 minutes.

3 Preheat the oven to 200°C/180°C fan/gas mark 6. Stir 2-3 tablespoons of cold water into the 3 tablespoons of plain flour until you have a smooth mixture. Spoon this mixture into a plastic food bag or a disposable piping bag and then snip the corner off. Pipe the mixture in crosses onto the top of the risen buns before placing the tray in the oven and baking for 15-18 minutes, or until the buns are a dark golden brown. In the microwave or on the hob, heat the syrup a little and then brush it over the buns for a nice glaze. The hot cross buns are best eaten straight away. **CS**

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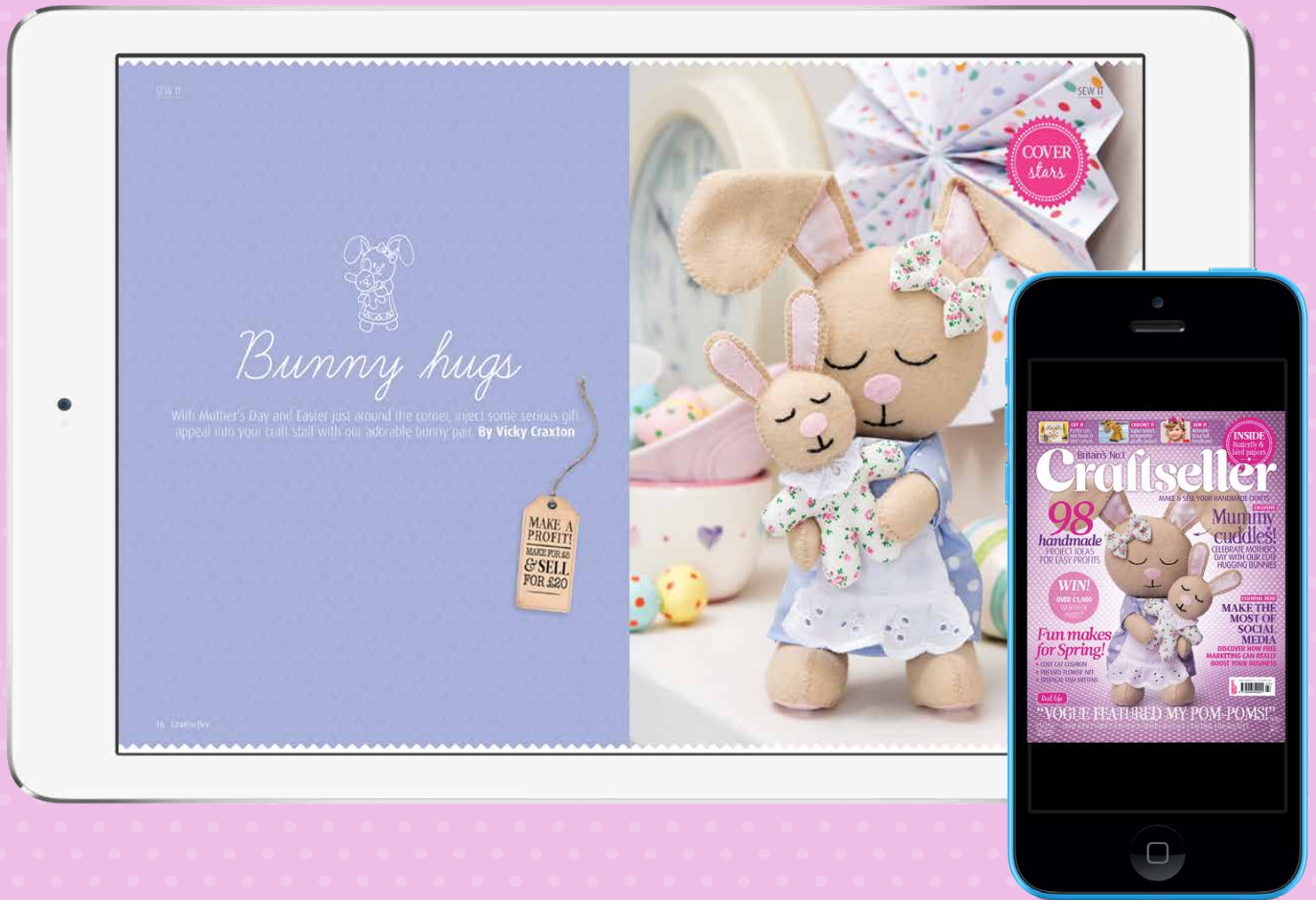


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MAKE IT



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MAKE FOR £5
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Make a crafty tenner

Impress customers who are looking for a really special gift with this delicate canvas that's a cut above the rest. **By Joanna Hurdley**

INFORMATION

Materials

- * Box canvas 25 x 25cm (10 x 10in)
- * Cutting mat
- * Scalpel and blades
(no 3 handle and 10a blade)
- * Glue or temporary mount spray
- * Coloured card or paper

Size: 25 x 25cm (10 x 10in)

Skill level: Moderate

If you've never tried papercutting before, then you've been missing out! This gorgeous picture is a great introduction to the craft, and by cutting onto canvas you can create stunning works of art to update your homeware collection. If haven't cut canvas before, then it's a good idea to practise on paper first until you get the hang of creating the intricate shapes. The canvas can be displayed as it is to make lovely shadows on a wall, or you can back it with coloured paper. With wedding season upon us, this canvas is the perfect thing to boost sales with guests searching for the perfect gift.




Cut right into the corners so the shapes come away cleanly

How to make the papercut canvas

- 1** Use the template on page 101 to trace the papercut heart shape onto paper. Make sure there is at least 3cm (1in) of spare paper all the way around the heart, as the canvas will need this excess fabric in order to retain the strength to support the holes that you are going to cut.
- 2** Stick the heart template to the back of the canvas using glue or some temporary mount spray. To create the image, you need to carefully cut out all of the parts of the template that are grey using a scalpel.

Start in the middle of the design and work your way outwards to the edges. When you get to any tricky parts, like circles, you'll find it much easier to make lots of tiny straight cuts around the curves, rather than to try and cut with one sweeping stroke.

- 3** When you have finished cutting out all the grey parts of the image, gently peel off the remainder of the paper template. Use a soft brush to brush away any loose bits of fabric dust created when you cut the canvas, for a neat finish. 



SHOW US ON FACEBOOK!

If you've enjoyed making this papercut canvas, post a photo on the *Craftseller* Facebook page



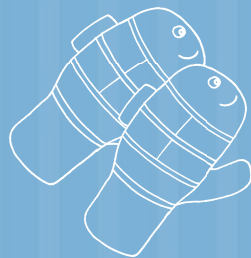
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Fishy business

Watch out for Nemo's colourful friends – they will swim off your stall, straight into your young customers' hearts. **By Susanne Frank**





INFORMATION

Materials

- * King Cole Merino Blend DK: 25g of Gold (shade 55), 15g of Terracotta (shade 837) in 2 small bobbins, 15g of Turquoise (shade 18), 5g of Black (shade 48), oddment of white (shade 1)
- * 4mm (UK 8, US 6) knitting needles
- * Set of 4mm (UK 8, US 6) double-pointed knitting needles
- * Stitch holder
- * Tapestry needle

Sizes: 18cm (7in) long, 5-9 years old

Skill level: Moderate

Tension: 22sts and 32 rows to 10cm (4in) in stocking stitch, using 4mm (UK 8, US 6) knitting needles



Knit a matching beanie or scarf in the same colours!

ABBREVIATIONS

dpn	double-pointed needles
K	knit
k2tog	knit 2 stitches together
M1	Make 1 stitch
P	purl
p2tog	purl 2 stitches together
st(s)	stitch(es)
st-st	stocking stitch
tbl	through the back of the loop

How to make the fish mittens

KNIT THE RIGHT MITTEN

Cast on 34sts in Gold.

Row 1: * K2, P2 * K2.

Row 2: * P2, K2 * P2. These two rows form the rib pattern.

Rows 3-14: Continue in rib pattern.

Continue in st-st: K odd rows, P even rows.

Row 15: Work in Black.

Rows 16-17: Work in Turquoise.

Row 18: Work in Black.

Start shaping the thumb.

Row 19: Terracotta: K10, Gold: K7, M1, K3, M1, K4, Terracotta: K10. 36sts.

Rows 20-22: Continue with 10sts of Terracotta each side and Gold in the middle.

Row 23: Terracotta: K10, Gold: K7, M1, K5, M1, K4, Terracotta: K10. 38sts.

Row 24: As row 20.

Row 25: Terracotta: K10, Gold: K7, M1, K7, M1, K4, Terracotta: K10. 40sts.

Row 26: As row 20.

Row 27: Terracotta: K10, Gold: K7, M1, K9, M1, K4, Terracotta: K10. 42sts.

Row 28: As row 20.

Row 29: Black: K17, put 11sts on a stitch holder, cast on 2sts, K14. 33sts.

Rows 30-31: Work in Turquoise.

Row 32: Work in Black.

Row 33: Terracotta: K10, Gold: K13, Terracotta: K10.

Rows 34-40: Continue with 10sts of Terracotta each side and Gold in the middle.

Cut Terracotta threads.

Row 41: Black.

Rows 42-43: Turquoise.

Row 44: Black.

Cut Black and Turquoise threads.

START SHAPING THE TOP

Row 45: Gold: K1, * k2tog tbl, K11, k2tog, K1 * repeat. 29sts.

Row 47: K1 * k2tog tbl, K9, k2tog, K1 * repeat. 25sts.

Row 49: K1 * k2tog tbl, K7, k2tog, K1 * repeat. 21sts. Cast off.

FINISH THE THUMB

Working in Gold, put the 11sts from the stitch holder onto dpns (6sts on one needle, 5sts on the second) and knit across them. With the third needle, pick up 2sts from the cast-on sts on the

mitten and close the round. 13sts.

Knit 10 rows.

Next row: K1 *k2tog * repeat six times. 7sts.

P next row, cut yarn, leaving a short tail. Thread tail onto the tapestry needle and use it to pull the 7sts together. Fasten off.

KNIT THE LEFT MITTEN

Knit rows 1-18 in same way as the right mitten.

Row 19: Terracotta: K10, Gold: K4, M1, K3, M1, K7, Terracotta: K10. 36sts.

Rows 20-22: Continue with 10sts of Terracotta each side and Gold in the middle.

Row 23: Terracotta: K10, Gold: K4, M1, K5, M1, K7, Terracotta: K10. 38sts.

Row 24: As row 20.

Row 25: Terracotta: K10, Gold: K4, M1, K7, M1, K7, Terracotta: K10. 40sts.

Row 26: As row 20.

Row 27: Terracotta: K10, Gold: K4, M1, K9, M1, K7, Terracotta: K10. 42sts.

Row 28: As row 20.

Row 29: Black: K14, put 11sts on a stitch holder, cast on 2sts, K17. 33sts.

Follow the rest of the pattern as for right mitten.

FINISHING OFF

Close the side and top seams and darn in loose ends. Using Black yarn, stitch on a mouth and eyes. Use a bit of White yarn to highlight the eyes.

KNIT THE DORSAL FINS

Using Gold yarn, pick up 12sts from middle of side seam onto one dpn, and 12sts on another dpn on the other side. Close the round (it's not really a round, with just 2 dpns) and work 3 rows of K1, P1 rib. To cast off, put all 24sts on one needle, alternating between a stitch from the front needle and a stitch from the back needle. P2tog * p2tog, cast off 1st * repeat to end of row. Cut thread and darn in loose ends. Repeat for other mitten.

MAKE THE TWISTED CORD

Cut two 2.5m (98½in) lengths of Turquoise yarn. Knot ends together at each end. Attach one end to a door handle and insert a knitting needle through other end and twist. The tighter the twisting, the firmer the cord will be. Hold the cord in the centre and bring the ends of cord together, allowing the two halves to twist together. Attach each end of the cord to the inside of a mitten.

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GET SOCIAL

Social media is buzzing with craft sellers enjoying the benefits of communicating with customers. Here's how to hop on-board. **By Katie Nicholls**

Social media has always been popular with crafters embracing the opportunity to share, talk and learn from each other. For the craft seller, social media offers much more than networking and, used appropriately, can be a tool to sell, build a customer base and add value to your product. Illustrator and designer-maker, Poppy Treffry, believes that social media is increasingly important in her company's promotional armory. "Social media enables us to show our customers and fans what's important to us and what we care about. It also allows us to learn about them, which helps us to grow as a company." With such significant marketing potential, it's important that craft sellers adopt a coordinated strategy to building a strong social media profile.

The big four

Facebook, Twitter, YouTube and Instagram currently dominate the social media sphere for craft sellers, with Pinterest snapping loudly at their heels. It's advisable to explore all four as each offers a different way for you to communicate with customers. "Take your time to get know the various platforms," advises Poppy. "Take a look at what other businesses in the industry are doing and where they seem to be getting good results."

It's all talk...

Twitter is a great place to network, build brand awareness and drive traffic to your blog (you do have one, right?). In short, stick to snappy, attention-grabbing tweets.

This formidable four are currently running the social media show for craft-selling followers



Don't snooze and lose – waken up to the social media hype and maximise your selling potential

"There's a huge community of crafters on Twitter," says Hilary Pullen, author of *Online Marketing for Your Craft Business*. "Even if you aren't looking to target potential customers, you can use Twitter to

"Be yourself. Turn down the sales pitch and you'll be alright."

find a lot of great craft blogs and make some really interesting and helpful contacts." Follow those of interest, re-tweet often and celebrate others' achievements regularly. For getting up close and personal with your customer base, Facebook offers the opportunity to build one-to-one relationships. It's also great for running competitions, conducting market research and product development as you can ask followers for their opinion. "We asked which dog people would like to see on our next tea towel," Poppy tells us, "and we received over 200 replies." Despite Facebook's casual culture, don't drop your quality control – what Hilary Pullen terms "killer, no filler". "If you approach Facebook in a quality way (no filler), post great content (killer) and reply to and engage with people both on and off your page, then your Facebook experience will be quality too..."

Visual sites

With an estimated one billion unique visitors every month, it would be foolhardy to ignore YouTube in your social media mix. This is the place to give your fanbase a little extra with how-tos, product demonstrations, trend exposure and testimonials. Maintain your brand image, make your videos short and snappy and, most importantly, purposeful. The fourth big player is Instagram: an image based platform that is a natural home for crafters due to its visual nature. "Instagram works well for us because we have a large product range and lots of images to show. We can also use it to give insight into our creative processes," says Poppy.

What's your plan?

Once you've chosen a social media portfolio, start working on a strategy determining how frequently you're going to post, what you will post and how your profile on each site reflects your brand. A word of warning: any business who approaches social media as just another place to sell might find it a lonely place. "It's more of a platform to share news and show your journey," says the creative force behind Ginger Pickle, Jade Murray. "Your fans will hop on-board and want to be a part of it and in turn buy, because they can relate to you and your company," she says.

Social analytics

If you're spending time and effort on social media and not seeing results, you need to find the problem. This is where analytics come in. Facebook and Twitter come with basic analytics but for a more in-depth picture, try tools such as Sprout Social and Hootsuite who offer a dashboard-style analysis of how successful your tweets and posts are. Jade says the most important thing to remember is that social media is about genuine interaction. "I would approach all social media with the same attitude: be yourself and get your personality across," she says. "Turn down the sales pitch and you'll be alright." Bear in mind, too, that social media sites are often the first glimpse for a potential customer to see who you are: "Work on your visuals," says Poppy, "and be sure that each profile suits the look and feel of your company and represents you." 📌



1



2

Social media top tips

"BUILD A PRESENCE ON SOCIAL MEDIA SITES and make customers aware that you're available if they need help. If a customer messages you, reply promptly with a helpful answer to their question." Jade Murray, owner of boutique Ginger Pickle (gingerpickle.co.uk).

"GIVE CUSTOMERS LOTS OF DETAILS to make up for the fact that they cannot physically pick up and inspect your product. Good photos and extensive descriptions really help with this." Jewellery designer, Jo Bignold, LucyLou Designs (lucyloudesigns.co.uk).

"ABOUT ME AND MEET THE MAKER PAGES give more substance to you as a seller. I also cover FAQs such as 'How long will it take for me to get my item?' 'Can I pay more for faster delivery?' and 'If I have a problem with the item, how will it be resolved?'" Designer and illustrator Rachael McGreal, Bird House Press (birdhousepress.co.uk).

"FOCUS ON THE THING that makes your work unique and build that into your photography, shop banner and communications. Customers will know exactly what to come to you for." Ceramics designer Jessica Smith, (jessica-catherine.com).



3

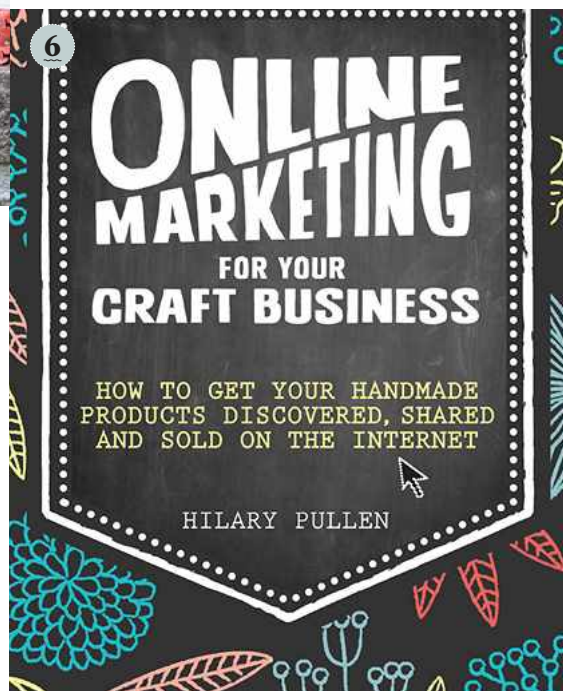


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5

1 Use social media to reveal a little of your personality 2 All aboard the social media voyage 3 Social media helps Ginger Pickle convey the brand's cheerful charm 4 Poppy Treffry says social media has helped her company to grow 5 A snapshot of Poppy's products creates interest in her makes 6 Learn about online marketing with Hilary Pullen's guidebook



6



Mummy makes

Make our floral headpiece using leftover felt – it's perfect for dress-up days, wedding days and special events. **By Tracy Witts**





INFORMATION

Materials

- * Olive green felt measuring 20 x 30cm (8 x 11³/₄in)
- * Baby pink, dusky pink, burgundy, purple and lilac felt: three pieces in each colour measuring 20 x 10cm (8 x 4in)
- * 1 metre of baby pink satin ribbon
- * 1 metre of olive green shimmer organza ribbon
- * 1 metre of burgundy grosgrain ribbon
- * Olive green sewing thread
- * Pearl bead branch (optional)
- * Sewing needle and scissors

Size: 30 x 10cm (11³/₄ x 4in)

Skill level: Easy

How to make the floral headpiece



1 Use the templates on page 100 to cut all the headband pieces from felt in the colours indicated on the templates. Pin the oak leaves either end of the band and arrange the remaining leaf shapes as you like. Create the leaf veins with a running stitch, using this stitch to keep them in place on the band.



2 To make the roses, trim the spiral shape, as indicated by the swirl lines on the template. Pin the oak leaves either end of the band and arrange the remaining leaf shapes as you like. Create the leaf veins with a running stitch, using this stitch to keep them in place on the band.



3 To make the pom-pom flowers, cut slits evenly along the felt, as indicated by the lines on the template. Fold over and then roll the felt from one end to make a dense flower head; stitch the bottom together. Repeat with the dusky pink felt and then stitch all four flowers onto the band.



4 For the spiky flowers, cut slits into the felt to make a fringe as shown. Roll up and fan out the spikes. Stitch the pearl bead branches wires inside the bottom of the flower to hold them in place. Stitch all four flowers onto the band. *NB The bead branches are optional and not a good idea for young children.*



5 Stitch the four purple petal shapes together, then follow the instructions for step 2 to make a mini felt rose to go in the centre; stitch the mini rose in place in the middle of the petals. Position the flower in the centre of the band and stitch securely in place.



6 Cut the three lengths of ribbon in half and place either side of the band on the reverse side. Pin the undecorated band onto the reverse side of the decorated band to hide all the stitching and to catch the ribbons in place. Stitch a running stitch over the ribbons, then use a blanket stitch around the edges of the band to hold the whole thing together.

SAFETY FIRST This headband is not a toy or meant for children under three years old. When making for children, always add a recommended age and adult supervision. Make sure all parts are stuck securely and stitching is properly finished off.

Remember, if you intend to sell it, there are strict regulations to adhere to. Visit craft-seller.com for advice on child safety.

You've made it, now sell it...

Read our top selling tips to ensure your floral headpieces sell out this spring



1 Think about key times to promote your headpiece. With Mother's Day and Easter coming up you have a great opportunity to maximize sales. This could be the time to increase advertising or offer a limited edition version.

2 Make a great first impression. People only spend a few seconds looking at a website, so make sure that beautiful images are the first thing they see. Good photography is an essential ingredient for successful online sales.

3 Put your fingers in different pies! Don't rely on just one medium, like your website, for sales. Try your products in online marketplaces like Etsy and Folksy, ask indy retailers if you can sell in their shops and do craft markets so people can see the quality of your makes.

4 Take a two-pronged approach when designing your website. Use photos that appeal to people, and

words that speak to search engines. People can love your makes, but they need to be able to find them first.

5 Lights, camera, action! If a picture is worth a thousand words, then a video is worth a million. Videos account for the most clicked on posts across social media, so set up a YouTube channel and build a profile that customers can really connect with – you could get known for your top making tips or easy tutorials.

6 Paint a picture in customers' minds. Tell shoppers why they should buy your headpiece. For example, point out that it's a great wedding outfit, fab party piece or fun festival accessory.

7 Keep your brand in front of your customers to get repeat sales. Ask buyers if you can have their email address for marketing, invite them to like your Facebook page and give them an incentive to recommend to a friend.

8 Safety first. Our headpiece is not a toy and isn't suitable for children under three years old. It will need thorough testing if sold for children's use. Make this clear to your customers by including the information with the headpiece or including it in the product description write up online.

9 Stashbuster! Use leftover pieces of felt from other projects to make this headband in a variety of colours and keep your making costs low. Use good-quality felt though and make sure all the pieces are well stitched and finished off.

10 Go the extra mile. Provide care instructions for your products so buyers can keep them in tip top condition. Tell customers how to clean the headpiece, and suggest it's stored out of direct sunlight to prevent the colours fading. ☀

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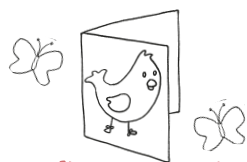
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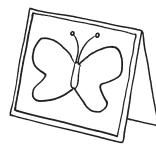
INFORMATION

Materials

- Free *Craftseller* papers
- Bird template on page 101
- Smooth white card
- Paper pricking tool and mat
- Fine line black pen
- Black and pale grey adhesive pearls
- Small heart punch
- Foam pads
- PVA glue

Skill level: Moderate

Size: 15 x 15cm (5¾ x 5¾in)




For our mum

Maximise your Mother's Day sales when you make these stylish springtime cards. **By Katina Killey**

With love

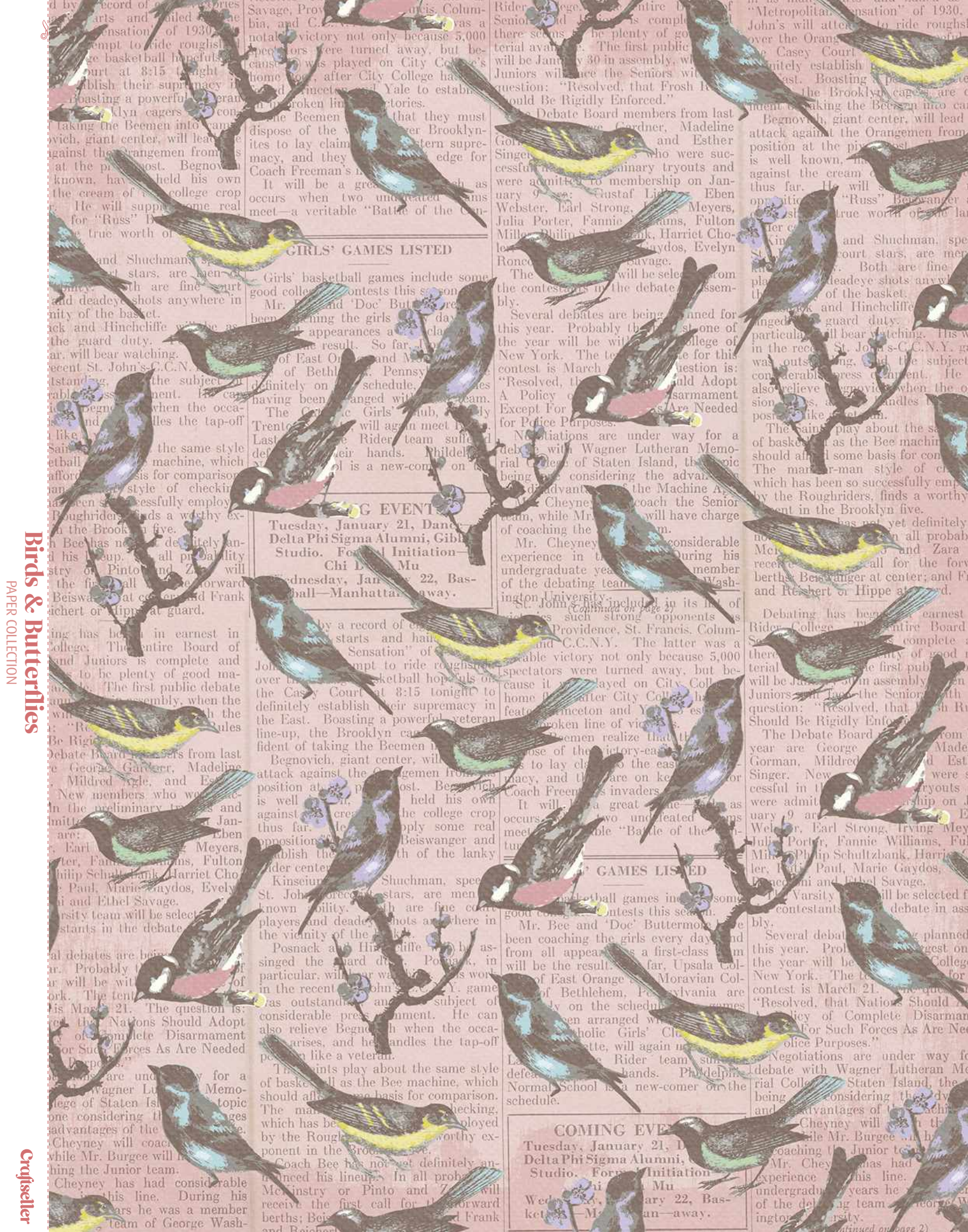
- 1 Cut a piece of smooth white card measuring 15 x 30cm (5¾ x 11¾in). Score across the middle and fold in half to make a tent-fold base card. Cut a piece of green patterned paper measuring 13.5 x 13.5cm (5¼ x 5¼in) and stick to the centre of the base card.
- 2 Cut a piece of script paper measuring 12.5 x 12.5cm (4¾ x 4¾in) and prick holes around each edge. Draw faux stitches with black pen to link the holes.
- 3 Copy the bird template from page 101 onto card and cut out. Draw around the body onto floral paper and two wings onto dotted and green patterned papers. Cut out. Prick holes around the edges of the bird body and the wings, then use black pen to draw in faux stitches to link the holes.
- 4 Stick the bird body onto the script panel, prick holes to make legs and draw in faux stitches to link the holes. Stick this panel to white card and trim to leave a border. Stick to the centre of the base card.
- 5 Stick one wing to the bird's body using double-sided tape, then layer the second wing on top using foam pads. Punch a small heart and stick to the top wing.
- 6 Cut out the 'With love' sentiment panel and prick holes around the edge of it. Use black pen to draw in faux stitches to link the holes. Stick the sentiment panel to the bottom left corner of the bird panel using double-sided tape. Cut a small green heart from the patterned paper and stick to one side of the sentiment. Add a black pearl to the bird's face as an eye, to finish.

Love you Mum

- 1 Cut a piece of smooth white card measuring 30 x 15cm (11¾ x 5¾in). Score down the middle and fold in half to make a base card.
- 2 Cut a piece of script paper measuring 13 x 13cm (5 x 5in) and prick holes around each edge. Draw faux stitches with black pen to link the holes. Stick the paper to the centre of the base card.
- 3 Draw a basic butterfly shape onto card and cut out to use as a template. Draw around the template onto butterfly, dotted and green patterned papers. Fold two of the butterflies in half and cut around the edges again to make each one smaller. Prick holes around the edges of each butterfly and draw faux stitches between them, as before.
- 4 Cut a piece of white card measuring 11.5 x 11.5cm (4½ x 4½in). Stick the largest butterfly to the top, then prick holes to make antennae, and draw faux stitches to link the holes. Stick this panel to white card and trim to leave a narrow border. Stick to the centre of the base card.
- 5 Layer the remaining two butterflies onto the first using foam pads. Cut a small green butterfly from the butterfly paper and stick to the top butterfly. Attach three pale grey pearls along the body, as shown.
- 6 Attach the greeting panel using foam pads and add a butterfly to one edge. 

With one of the busiest card-giving occasions of the year just around the corner, now is the time to start building your stock levels to ensure you don't miss out on the Mother's Day stampede and the chance to give your bank balance a seasonal spike. These trendy designs featuring a clever patterned silhouette technique combine fresh colours with pretty bird and butterfly motifs to make cards that stand out from the rest. They cost just pennies to make when you use your free papers and stuff from your stash, so make sure you have plenty to sell in the run-up to 15th March for a healthy bottom line.





arts and...
nsation of 1930
empt to ride roughshod
basketball hopefuls
ourt at 8:15 tonight
ublish their supremacy in
boasting a powerful veteran
Adyn cagers
Taking the Beemen into
vich, giant center, will lead
against the Orangemen from
at the present.
known, have held his own
the cream of the college crop
He will supply some real
for "Russ" Begnovich
true worth of

and Shuchman, spe
court stars, are men of
Both are fine court
and deadly shots anywhere in
ity of the basket.
ack and Hinchcliffe will be as
the guard duty.
ar, will bear watching.
Recent St. John's-C.C.N.Y.
standing, the subject of
rable assessment.
Begnovich when the occasion
and handles the tap-off
like a veteran.
the same style
etball as the Bee machine, which
afford a basis for comparison
style of checking,
been so successfully employ
Roughriders finds a worthy ex
the Brooklyn five.
Bee has not yet definitely
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all probability
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Birds & Butterflies
PAPER COLLECTION

Craftseller

Ma chère amie

je vous remercie de
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 elle m'a fait bien
 plaisir, je commence
 à trouver le temps
 d'après vous bien
 mieux, vous me
 manquez à tout le
 monde vraiment bien
 vite j'espère vous
 à bientôt.
 vous bien
 le jour de
 mardi que
 à Shanghaï, je reviens à
 le premier Grand'mère
 meilleur amitié ainsi que
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 se vos amies mille et
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by a record of eight victories as many starts and hailed as the Metropolitan Sensation" of 1930. St. John's will attempt to ride roughshod over the Orange basketball hopefuls on the Casey Court at 8:15 tonight to definitely establish their supremacy in the East. Boasting a powerful veteran line-up, the Brooklyn eagles are confident of taking the Beemen into camp. Begnovich, giant center, will lead the attack against the Orangemen from his position at the pivot post. Begnovich, well known, having held his own against the cream of the college crop thus far. He will supply some real opposition for "Russ" Beiswanger and establish the true worth of the lanky Rider center.

Kinsehinne and Shuchman, speedy St. John forecourt stars, are men of their own ability. Both are fine court players and dead-eye shots anywhere in the vicinity of the basket. Posnack and Hinchcliffe will be assigned the guard duty. Posnack, in particular, will bear watching. His work in the recent St. John's-C.C.N.Y. game was outstanding, and the subject of considerable press comment. He can also relieve Begnovich when the occasion arises, and he handles the tap-off position like a veteran.

The Saints play about the same style of basketball as the Bee machine, which would afford some basis for comparison. The man-for-man style of checking, which has been so successfully employed by the Roughriders, finds a worthy exponent in the Brooklyn five.

Coach Bee has not yet definitely announced his lineup. In all probability McKinstry or Pinto and Zara will receive the first call for the forward berths; Beiswanger at center; and Frank and Reichert or Hippe at guard.

Debating has begun in earnest in Rider College. The entire Board of Seniors and Juniors is complete and there seems to be plenty of good material available. The first public debate will be January 30 in assembly, when the Juniors will face the Seniors with the question: "Resolved, that Frosh Rules Should Be Rigidly Enforced."

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Negotiations are under way for a debate with Wagner Lutheran Memorial College of Staten Island, the topic being one considering the advantages and disadvantages of the Machine Age. Mr. Cheyney will coach the Senior team, while Mr. Burgee will have charge of coaching the Junior team.

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Ma chère amie

Je vous remercie de
 votre aimable carte
 elle m'a fait bien
 plaisir, je commence
 à trouver le temps
 d'ing après vous bien
 vite, vous n'en
 manquez à tout le
 monde comme bien
 vite parmi nous
 Amour
 vous bien
 le jour de
 mardi que
 à Hanoy, je receis & vous fait
 la plaisir. Grand ma & vous receis
 excellent cartes ainsi q' & vous
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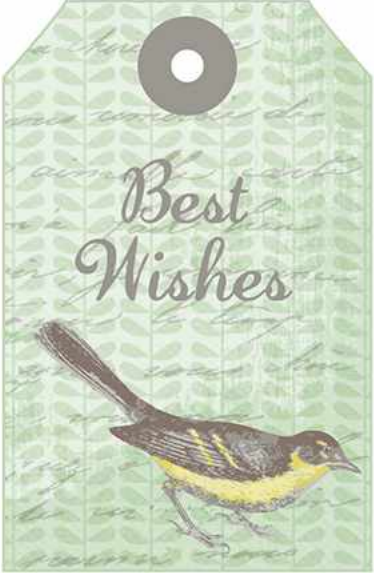
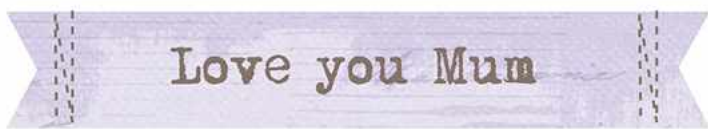
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Fudge Kitchen



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15th March

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THE SPACE FOR... **Craftseller does**

ONE STAMP
HERE

Brighton

We take a trip to the seaside town of Brighton and find a cracking craft community. **By Catriona Burns**

Take a class at
one of the city's
contemporary
workshops



Get your craft on at Super+Super



Stop off at Brighton Sewing Centre



The main man from Mr Masey's Emporium of Beards



Pick out handcrafted gifts at The Little Beach Boutique

We ♥ Brighton!

Oh we do like to be beside the seaside and nowhere else does the seashore scene of melting 90s, sand-filled sandwiches and puppet-show silliness quite like Brighton. But this loveably eccentric city has more than time-old tradition lapping at its shores. Thronged not with sunbathers but craft makers, this coastal city is the perfect getaway for crafty creatives.

* THE OPEN MARKET

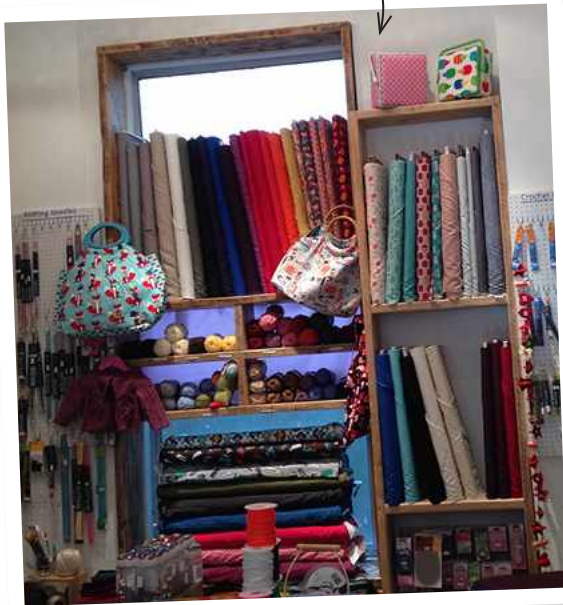
The Open Market's recent turnaround from a rundown ramshackle to an up-and-coming hangout is what gives it its curious endearment; last year's renovation leaving

the rough-around-the-edges-charm in place. Mr Masey from Mr Masey's Emporium of Beards, a whiskered fellow dapper in tweed and silk pocket squares, is emblematic of the venue's spruced-up lure. "I came to the market on a whim one cold November morning," he tells me. "And it's been absolutely stellar ever since." A customer compliment ("my wife loved the last bottle!") confirms the craze for his game changer lotions and potions for the bristly bloke. It's not just newfangled hypes that are happening here. The venue's second time charm seems a tailor-made setting for upcycling store, Shabi Abi and its wonderfully

outlandish selection of reimagined bits and bobs and restored furniture. For fashion-forward restoration, visit Eco Makers Emporium where hand-dyed knickers and repurposed clothes uplift the space with an ethical ethos. "I wanted to make a difference in the unethical business that is fashion," says owner, Darryl Black. The market lives up to its name each Sunday when a variety of visiting fairs and craft workshops crash for the afternoon. Shows such as the Vintage Antiques Market, Healthy Living Fair and a Fun With Clay kids' workshop are all inventive initiatives seeking to prove the venue's second chance logic.

ON THE MOVE

No need for paint! Vibrant fabric stashes splash the walls with colour



Darryl Black makes ethical fashion

* GEEK CHIC

For craft classes, Brighton is hard to beat. The Painting Pottery Café on North Road's pastel-hued hill is a picturesque hole in the wall offering pottery painting and sculpting. Describing it as a "second home" for its cutesy cosiness, Hazel Stephenson says it's the ideal dip-out from reality. "It's taking a moment to think and create and at the end of it, you have something to be proud of," she surmises against the studio's background lilt of classical tunes. "People always need pottery painting," she adds. Figures. Snapping out of her pottery peace of mind, Hazel directs me across the road to marvel at "the best fabric selection in the city," housed in the Brighton Sewing Centre. In addition to a sky-high haberdashery stash, the sewing mecca is also a practical pit-stop for sewing machine servicing and a crackerjack offering of patchwork quilt and sewing classes. A stroll along a wind-whipped seafront led me to the city's championed creative hub, Super + Super. The masterminds behind the brand, Claire and Amy, are in cahoots to bring cool to craft and their weekly craft club, labeled 'part craft session, part hang out, part cocktail hour,' does that and more.

The success of this super duper couple rests on a triple hinge of craft, cake and cocktails and with that combo, I think I've found my calling. For creative professionals in need of more work and less play, there are 15 desk spaces in the company's light-filled, colour-popping studio for true back-to-school cool.

* OUT OF THE BOX

Brighton's weird and wonderful wayward ways gives rise to imaginative craft events. Catch the Fairy Tale Fair on one of the tours that spring up all over Brighton. Fall down the fair's own rabbit hole wonder brand of whimsical wares and magical entertainment for a happy-ever-after day out. For more looking-glass wonder, check out Suzanne O'Leary's Little Beach Boutique where you'll find the owner's kiln-formed glass and handcrafted gifts from makers in Brighton and beyond. You can meet with some of them on the last Sunday of each month, when a cluster of crafters set up shop in the Friends Meeting House for Brighton Craft Fair. "Everyone's a maker here," says one seller about this crazy, colourful city. And that, I've come to realize, is what makes Brighton so outrageously original. 📍

May craft fairs

Get even craftier this year with these great events in May

CONTEMPORARY CRAFT & DESIGN FAIR

30 April-4 May

RHS Garden, Wisley

Offering the best in British craft with a contemporary twist, the Craft & Design fair has a varied selection of sculptures, garden art and outdoor exhibits. Set in the world-renowned gardens, this fair offers an idyllic shopping experience.

WEALD OF KENT CRAFT AND DESIGN SHOW

2-4 May

Penshurst Place, Tonbridge

The weird and wonderful range of workshops and demonstrations makes this a perfect family day out. Learn about everything from wire sculpting to pole lathe turning or if you're set to shop, browse the eclectic selection of home accessories, jewellery and more from 200 craftspeople.

LIVING CRAFTS

7-10 May

Hatfield House, Hertfordshire

Described as 'the largest show of its kind in Europe', this fair's range of handmade jewellery, ceramics, fashions and more attracts thousands of visitors daily. The stalls set in marquees gives a festival feel.

WE WANT TO KNOW ABOUT HANDMADE FAIRS NEAR YOU!

Email catriona.burns@immediate.co.uk with your craft market news



Breaking News

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Cool for cats

Bring the feline trend to your homeware range with our lovable cushion – customers will think it's the cat's whiskers! **By Tracey Witts**





INFORMATION

Materials

- 30 x 30cm (11³/₄ x 11³/₄in) of gingerbread felt
- 25 x 15cm (9³/₄ x 6in) of light pink felt
- 20 x 20cm (8 x 8in) of black felt
- 120 x 60cm (47¹/₄ x 23¹/₂in) of white felt
- Black, white, brown and pink thread
- Polyester toy filling
- Sewing needle
- Sewing machine with white cotton

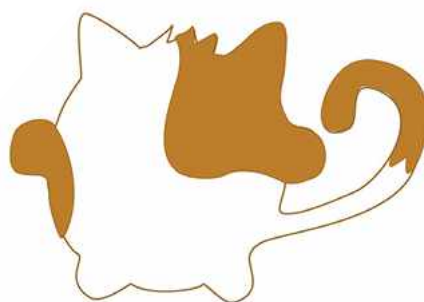
Size (w x h): 55 x 30cm (21³/₄ x 11³/₄in)

Skill level: Easy

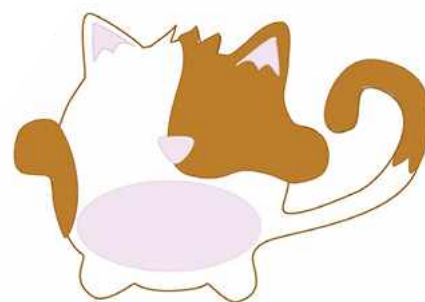
Talk about having nine lives – the craze for cats has outlived most novelty trends and is clawing its way from fashion to homewares. Our quirky kitty cushion is the purr-fect project to draw attention to your craft stall or shop, with its quizzical expression and fabulously curly tail. It can sit on a shelf, snooze on a sofa, or curl up on a bed, just like the real thing! Our cushion is easy to make using pieces of felt cut into simple shapes, but it's the attention to detail that really sets it apart from the rest. Use our photo as a guide to get the facial expression just right, and the 3D whiskers and handstitching give the cushion its huggable appeal. You can easily change the colours of this cushion to vary your range – black and white, tabby and single colours will all work well. Offer to customise the cushions to really boost sales and you'll be like the cat that got the cream once the orders come flooding in!

SAFETY FIRST Our cat cushion is a home decoration and not a toy or meant for young children. Always ensure your work is well-stitched and loose parts are securely attached. **Remember, if you intend to sell these, even if not sold as toys, there are strict regulations to adhere to. For further advice, visit craft-seller.com.**

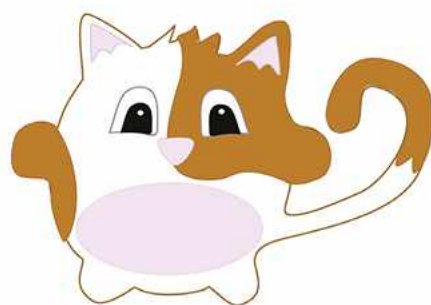
How to make the cat cushion



1 Use the templates on page 101 to cut out the felt pieces in the colours specified. Hand stitch the gingerbread patches onto the white cat front shape using brown thread; stick the inside edge and bottom only. Pin the outside edge and top – these will be machine stitched in place later on.



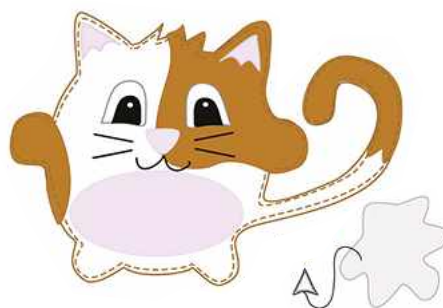
2 Using the photograph as a guide, hand stitch the pink ears, nose and tummy onto the front of the cat using pink thread and a simple running stitch.



3 Use white thread to hand stitch the white eye shapes to the cat front, then sew the black pupils on top using black thread and a running stitch. Cut out small white circles of felt and sew to the pupils, as shown.



4 Create the cat's mouth using backstitch in black thread. To make the whiskers, tie a knot in a length of black thread, sew in place, with the knot on the reverse of the cat's face, then cut the other end so the whiskers are around 4.5cm (1³/₄in) long. Make two whiskers at each side of the nose.



5 Position the cat back shape behind the cat front shape, pin in place, then machine stitch together using white cotton. Stop when you are just over half way around, and stuff the cat with polyester filling. Sew around the remainder of the cat, filling as you go, until the cat is plump.



You've made it, now sell it...

Read our top selling tips to ensure your cat cushions are a sales success



1 Target your market. Cat lovers will go mad for these cushions, so post online using popular hashtags such as #catsofinstagram to get your make seen by a wider audience. Avoid the hard sell and just post a photo with a fun comment and a link to your website or social media page.

2 Offer a choice. Make variations of your cats in different colours to appeal to as many customers as possible. Give each one its own memorable name to make it extra-special.

3 Package your cat well for a professional service. We suggest wrapping in bubble wrap to protect the tail, before putting in a bag or a box if posting. Fasten the wrapping with a branded sticker and include a business card or flyer promoting your range.

4 Create a collection. Once you have mastered making cat-shaped cushions, come up with your own

templates to create different characters. Dogs, elephants, sheep and owls can all be created with simple shapes.


5 Offer to make customised cushions for shoppers who want something unique. Make sure you confirm all the details, including colours, size and price, in writing and either ask for payment upfront or take a non-refundable deposit that covers the cost of your materials.

6 Create an internet craze. Ask customers to post pics of their cat cushions in fun locations or cat cushion selfies to create a buzz online. You could offer a prize for the most unusual one.

7 Presentation, presentation, presentation! We bang on about it, but photographing your makes well is possibly the most important thing you can do to create a good impression. Shoot in daylight, against a neutral backdrop and with a few props that show context.


8 Good photography sets the expectations for your makes, so make sure that what your customers see is what they get. Don't skimp on materials or rush the stitching. A high quality finish will ensure repeat business and future recommendations.

9 Approach bloggers. There are loads of great home and design bloggers who have a massive following, so send them images of your makes along with a summary of what's special about them. If they mention you in a future blog it could really increase your customer base.


10 Ask buyers for feedback to help fine-tune your customer service. This can be done quickly and easily via an online questionnaire or through comments and ratings on your website or social media pages. 

NOW SELLING ON...




 **NOTHS:** Jessie the Cat Cushion by Lisa Angel Homeware and Gifts, £23



 **NOTHS:** Retro Lavender Cat Kit by Sewgirl, £12.50



 **Etsy:** Grumpy Cat Plush Pillow by Pink Bunny Patterns, £18.32

BLOGGER of the month

Give three cheers for craft blogger Clare Alban from Hello! Hooray! – a celebratory blog of all things handmade. **By Sophie Jordan**



Visit hellohooray.com for a burst of sunny inspiration

There can never be enough tea on Clare Alban's crafting carousel. A good cuppa and some background beats is what keeps this happy crafter's merry-go-round twirling. The 29-year-old, who lives in Newcastle with her husband, Tom, talked to us about craft loft dreams, mastering buttonholes and how she made time for making...

CS Describe your crafting style.

CA Colourful and eclectic. I don't stick to one particular style or a specific type of craft. I'm quite an adventurous crafter. I'm not afraid to take on a new challenge even if there's a deadline looming!

CS Which is your favourite craft?

CA I absolutely love sewing – I think it's quite easy to get hooked. Embroidery features quite frequently on my blog and I've also started making clothes. I'm always on the lookout for new patterns and fabrics. I'd also love to learn how to crochet, but I think this is something someone would need to show me.

CS What's your favourite part of blogging?

CA It's great when something I've been working on is finally ready to share. I've been trying to improve my photography skills, and although it takes time to edit photos to make them look

their best, it's definitely worth it. It's all part of the learning process.

CS Where's your favourite place to craft?

CA As long as I have some good music and a cup of tea, I'm happy to craft anywhere really. That said, I'm dreaming of converting our loft into a craft room.

CS What advice would you give for anyone considering selling their crafts?

CA Do your homework on finding the right place to sell. Go along before you sign up, talk to people selling there and make sure you're pitching to the right market before you commit to anywhere.



Clockwise from top left: storage drawers are brightened with a pop of colour; Clare's first needle felt project; a crafter can never have enough fabric; a Janome 525S is the sewing machine of choice



Clockwise from top left: ditzzy prints are a favourite; embroidery gives makes a personal touch; spelling out her creative mantra; Clare has recently added dressmaking to her skillset

CS How do you organise your time?

CA I teach English to international students at Newcastle University but last year, I went part-time so that I could have more free hours to dedicate to my blog. Now, I have Thursdays and Fridays just to make and blog. My husband, Tom, is incredibly supportive which helps, too.

“Do your homework on finding the right place to sell before you commit.”



CS If you could run your business from any location, where would it be?

CA It sounds a bit cheesy, but I'm not sure that I would want to be anywhere else. I really enjoy travelling but love living here in Newcastle – it's a wonderful city.

CS What's your favourite craft memory?

CA We got married last year and I made

the wedding waistcoats (a total of six). There were occasions when I wondered why I had taken on such a big challenge, but it was so worth it to have made something so special. I was also pleased to have conquered buttonholes too!

CS Where's your favourite place to shop for crafty materials?

CA Plush Addict has such a great selection of fabrics, and I'm always stocking up my felt supply from Wool Felt Company.

CS What's your crafty essential?

CA My seam ripper. I must admit, I hardly ever sew anything without having to undo something. This is usually because I've got so excited about making it, that I haven't read the instructions carefully.

CS What's your future craft plans?

CA My main focus at the moment is to build up my blog and share posts more frequently. I'd really love to be a full-time craft blogger, so at the minute, I'm working hard towards that goal.

MAKE CLARE'S EXCLUSIVE COPYRIGHT-FREE PROJECT NOW!
Go to www.craft-seller.com for full details and instructions...

Clare's digital inspiration

Perfect for boosting your craft mojo!

A Beautiful Mess - great inspiration for any crafter. This is a site I really aspire to

Word Swag is so easy to use and there are loads of text styles to use on your photos

I love Tilly's blog for the easy-to-follow tutorials. What a talented lady!



You can find Clare at hellohooray.com on Facebook at [Facebook.com/hellohoorayblog](https://www.facebook.com/hellohoorayblog) and on [Twitter @hellohoorayblog](https://twitter.com/hellohoorayblog)

Make me NOW!

Make Clare's bird brooch at craft-seller.com

UPCYCLE IT

SEASIDE





From junk to funk

Make money from old rope when you use it to transform a tired-looking mirror into a cool, coastal-themed homeware. **By Pip Leyland**

INFORMATION

Materials

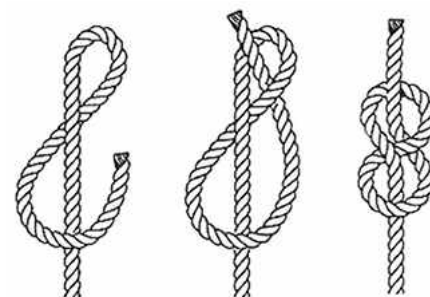
- Round mirror
- 500cm (197in) of rope
- Glue gun
- Glue sticks
- Blu-Tack
- Ruler
- Scissors

Size: 50cm (19¾in) in diameter

Rating: Easy

How to make the rope mirror

- 1 Measure 20cm (8in) down from the top of the mirror, making sure that the hanging fixture is positioned at the top and in the centre. Place a blob of Blu-Tack in the centre of the front side of the mirror.
- 2 Lie a ruler across the mirror from left to right, going directly through the Blu-Tack, so it is roughly the same distance from the top and bottom of the mirror. Using the ruler as a starting point on the left-hand side, apply hot glue 0.5cm (¼in) in from the edge of the mirror, then press the rope firmly in place. Apply the glue in 5cm (2in) sections, moving the ruler around as you go, so that there is plenty of time to arrange the rope before the glue dries. Take the time to arrange the rope smoothly so it perfectly follows the curve and so that no part of the mirror shows on the outer edge.
- 3 Once you have finished attaching the rope around the outer edge of the mirror, use a pair of scissors to cut the rope to size, then stick the end neatly in place.
- 4 Repeat this process again to attach another length of rope around the inside of the first piece; make sure the inside rope butts up against the outer rope, so there is no gap between them.
- 5 Using the diagram below as a guide, tie a figure of eight knot in one end of the remaining length of rope; place this over the joins on the left-hand side of the mirror. Test the length you would like the hanging rope to be and then repeat the knot at the other end. Cut off any excess rope from the ends of the knots and apply a clear-drying hot glue to the ends to seal.
- 6 Using a ruler as a rough guide, and again going through the centre of the Blu-Tack, place your other knot on the opposite side of the mirror, so that it perfectly lines up with the first knot. Hot glue both knots securely in place.
- 7 Remove the ruler and the piece of Blu-Tack and give the mirror a quick clean. You can now hang the mirror by its original hanging fixture for security and by the rope handle for aesthetics. 📌



Age new rope by soaking it in tea and distressing with scissors



Diary of a craft selling mum

Every month, craft seller and mum of two, Erica Martyn, who makes toys for her business Odds & Soxlets, invites us into her world...

All about me

I am 35 years old, and mum to four-year-old Harry and baby girl, Lottie Rose. I have a husband called Martin and a naughty but very sweet 12-year-old Yorkshire Terrier called Mr Biggles. We live in Dorset and I began my business in May 2011. I'm still learning heaps, while at the same time juggling home life, finances, and the needs and demands of my growing family and my customers...

Erica ♥

THIS MONTH

- * New loves: 1
- * Superhero costumes: 1
- * Days off: 1
- * Labels: 300
- * Parties: 1

DAY 2

They say good things come to those who wait. Yet while I wait for my sewing machine to arrive, I'm not thinking very good thoughts. After being without a machine for so long, my new baby was due to arrive today - except it hasn't. It has taken a detour to Newcastle which is nowhere near where I live in Dorset. I'm cross but breathing deeply...!

DAY 5

My sewing machine has finally arrived - I almost snatched it out of the courier's hands before running to my sewing room. Luckily Lottie was taking her nap, so I could have a play immediately. I have bought something almost identical to my old model so it only took a matter of minutes to set it up and my goodness, it sews like a dream! I'm in new machine heaven.

DAY 8

I know some mums dread the demands of non-uniform day at school and I understand why, but I'm a total nut for fun costumes. It seems my son has inherited the fancy dress gene, too. Despite our vast array of outfits, we didn't have something to fit the superhero theme, so Harry has dreamed up Dino Man! His super powers mainly involve being able to make dinosaurs appear by rubbing his cuffs together. I think there's a good chance that Dino Man will be making regular appearances in this house.

DAY 9

After rummaging through Harry's clothes and my fabric stash, I found a white t-shirt, some old combats, a length of dinosaur fabric and some matching felt. With all my materials at the ready, I got to work. I created his mask from felt and made it double-sided so he could either be a blue or green



A new superhero is unveiled. Dino Man to the rescue!

dinosaur. His cape is detachable with plastic kam snaps to the back of his t-shirt so he could remove it if he wished. His utility belt and pretend pants were all part of his trousers to make it easy for toilet breaks and PE. As his combat trousers were wearing thin at the knees, I created kneepads and then added felt claws to the legs, too. My new machine made life so much easier and we even managed to create his logo with some spare vinyl.

DAY 14

Although the bright daylight we've been having is wonderful, (especially after all that dull weather) I've found it makes for even more photo editing. So, I've invested in some new professional lighting. This way, not only can I take better product shots, but I can also create more lifestyle photographs with my makes. The equipment has arrived today, yet as desperate as I am to try it out, I realise I haven't thought out where the best place is to set up. My dining room was previously the best area, but this was already proving tricky with curious children around. You could just imagine how well adding lights to the mix would go. I think the best option may be to take the equipment upstairs. I do wonder if Martin will object to another room being taken over though. No matter how much space you have, it seems it's never enough room for a crafter.



Erica's new sewing machine was worth the long wait

DAY 15

After some rearranging, I had managed to set up the basics for my new photo studio in my workroom. Although it's such a small space, I'm pleased. My new lighting was already creating a much better atmosphere to photograph my makes and I can't wait to try out new ideas. However, I was slightly disappointed with the studio kit's fabric backdrops. Even after ironing them I wasn't totally happy with the results. So, for the time being, I've reverted back to my card backdrops that do just fine.

DAY 20

Over the past few years, I have worked on a variety of designs and ways to label my creations. In the early days, I used a basic swing tag which was completely designed and printed at home. However, as production has vastly increased, I was in need of a much quicker and easier way to label that would complement the fabric labels I was also using. As I'd been using Moo's mini cards for my business contacts, I decided these would work well for my swing tag labels too. For my toys, I designed a label that left a section blank to add the product details and codes. After this, each card could then just be hole punched in the corner where a thin ribbon could be tied through and then attached to each toy. The overall look is much more professional. Every little detail counts.

DAY 25

Normally it's Harry and Lottie who get all the party invites, but this time we were all invited! For his fifth birthday, Harry's best friend had a family fun day out which involved everyone going ice skating. It was such a lovely idea and it worked brilliantly. We all got to catch up, the children seemed to love having the adults there and the ice skating was hilarious. By the end of it all we were pretty exhausted and peppered with bruises but blissfully happy. 🍷



Kids and adults joined in for a day of ice skating



Newly designed labels complement Erica's makes

ABC

Flower story

Shoppers who love beautiful blooms can enjoy them long after summer has faded with this customised picture. **By Denise Stirrup**





INFORMATION

Materials

- * White wood frame measuring 20 x 25cm (8 x 10in)
- * Pale pink mount measuring 20 x 25cm (8 x 10in)
- * Backing paper measuring 15 x 20cm (6 x 8in) – 100% cotton acid-free 225g/sqm or watercolour paper
- * Flowers – a selection of about six different varieties and shapes of pressed flowers between 0.5-2.5cm (1/4-1in). We used potentilla, viola, larkspur, daisy, carnation and thyme, plus a few small leaves
- * Rubber-based glue
- * Small scissors
- * Cocktail stick
- * Stamp collector's tweezers (rubber tipped, to prevent damage to the petals)
- * Gumstrip sealing tape or 3M Scotch Magic Tape
- * Masking tape

Size: 20 x 25cm (8 x 10in)

Skill level: Moderate

What an enchanting and unique gift for a new baby girl! A framed picture of her initial, made with real pressed flowers. The design is worked on acid-free paper, mounted and framed ready for displaying. We've costed this without pressed flowers, which will vary depending on where you source yours. You can buy packs of pressed flowers, like the ones we used here from craft shops – our beautiful blooms are from realpressedflowers.co.uk. Or, you can press your own home grown beauties from the garden – you can pick up a flower press relatively cheaply online. As flowers are a natural material, there may be a change of colour, so include a sticker on the back of the frame that advises customers to display their picture away from direct sunlight. You can use glass with a UV filter or try vacuum sealing as an alternative, but these will increase the cost, so offer them as an optional service for customised orders.



TOP TIP

Pick flowers that tone with the mount colour or choose a cream mount to complement any flower colour


How to make the picture

1 Cut a piece of acid-free paper measuring 15 x 20cm (6 x 8in). Place the mount onto the paper and attach it on the reverse with masking tape. This will allow you to work within the aperture of the mount.

2 Use tweezers to pick up the pressed flowers and arrange them onto the paper in the shape of the letter you are creating. Start by placing the paler flowers (daisies and violas), then add the darker ones in between. Use smaller flowers towards the edges of the initial (thyme and carnation petals). It's important to use tweezers for this process, as touching the flowers with your fingers could easily damage them.

3 When you are happy with the shape of the letter and combination of flowers, then you can apply the glue. To do this, put a very small amount of glue onto a cocktail stick and apply it to the middle of the back of each flower. Try to avoid putting glue onto the petal of the flowers as it may show through. Replace each flower in its original position and fill any gaps with small leaves. Carefully brush away any specks of pollen, loose pieces of petal or glue which are on the paper. (The rubber based glue can easily be rubbed off with a finger and does not leave a mark.)

When you are happy with the finished look, then sign the picture on the mount.

4 To frame the picture, first clean the glass on both sides. Place the back board of the frame under the acid-free paper containing your design. With the mount still on top of your design, add the cleaned glass and then the frame. Grip the layers firmly so they do not move and then turn the whole package over. Press down the brads, if provided, or use a framing gun to shoot pins into the frame to secure the whole package ensuring it is tight up to the frame. Seal the edge of the back board to the frame – this is not an airtight seal but it will stop dust from getting into the picture. 



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Win a craft party for up to fifteen people

Staying in is the new going out with this jewellery making soiree from craft party planners, The Handmade Hen

If you're bored of dancing the same Saturday night routine of ear-popping music, impossible queues and blistering end-of-night feet, there's no need to give up on the social shindig just yet.

We've teamed up with creative revellers, The Handmade Hen, to present you with the perfect party solution and bring you this fantastic prize worth £850 that allows you to celebrate in style and comfort.

One lucky *Craftseller* reader will win this amazing Handmade Hen hosted jewellery-making tea party for up to fifteen people.

A Handmade Hen tutor will arrive to your location with a treasure trove of beads, diamantés and sparklers, everything you need for a sumptuous afternoon tea and the expertise to teach you all you need to know in mastering the art of jewellery making.

Spend the day catching up with friends over cake and coffee while you learn how to make on-trend bracelets, necklaces, earrings, fashion accessories and more. A perfect option for a sophisticated hen party, making a special piece for a momentous occasion or just a great excuse to get together with your crafting chums and learn a new skill.

At the end of it all, leave with a customised gift bag to take away your makes. So don't hang up the party shoes yet. Just swap the heels for something comfier and celebrate with craft to make a night to remember.

To enter answer the following question:
A hen party is traditionally held to celebrate which upcoming event?

A: Wedding

B: Graduation

C: Birthday

Text **CSHEN** (space) **A, B or C** (space) your name, address and email to **87474**

*Terms and conditions apply: UK mainland only. The promoter is Immediate Media Company Bristol Limited. Entrants must be UK residents aged 18 years or older. Texts will be charged at 25p plus your standard network tariff rate. Text example: CSHEN, A, Jane Smith, 45 A Street, A Town, AB12 345, janesmith@emailaddress.co.uk. To enter by post: write your answer, your name, address and 'csHEN' on the back of a postcard and send to: Craftseller 47, Immediate Media Company, 2nd Floor, Tower House, Fairfax Street, Bristol BS1 3BN. By entering this competition you are agreeing to receive newsletters, offers and promotions by post, email and telephone from Immediate Media Company Ltd and the prize providers sending offers and newsletters to you by post, email or phone. You can unsubscribe from these at any time. If you do not want to receive this information please add the words 'NO INFO' at the end of your text message or write 'NO INFO' on your postcard. Closing date for entries is 11.59pm on 28/3/15.

Top 10 EASTER IDEAS

Get set for spring with our rundown of the best makes, bakes and buys. **By Holly Johnson**

Spring is the time to rise and shine from the dreariness of winter and bounce into a new selling season brimming with budding ideas and blooming great makes. With the cash-strapped months of the new year well and truly gone, Easter is the time when shoppers are set to splurge once again. So, spring into this sunny season with our handpicked Easter crafting ideas that will set sales soaring.

1 Go to a spring fair or Easter fete

The best thing about Easter is the wonderful fairs that start popping up all around the country. Shoppers come out in their droves to look for interesting Easter gifts, new spring decor for their home and interesting items to refresh winter-worn gardens. Some of the biggest Easter events take place throughout February and March, including the Stitching, Sewing and Quilting show at the SECC in Glasgow (5-8th March) and Hobbycrafts at the NEC in Birmingham (19-22nd March). "They're a must-visit for crafters looking to stock up on supplies for their spring projects or to see what the latest trends are," says Jane Bolsover, Creative Projects Manager at ICHF Events.



Set your makes in a springtime context



Use blossoming blooms to create a special Easter wreath



Tallulah Rose Flower School

2 Make use of spring flowers

After all those dreary winter months, the appearance of sunshine daffodils and cherry blossom puts a spring in everyone's step. So what better way to boost sales than by incorporating these beautiful blooms into your makes? Wreaths are especially popular, so much so that Rachel Wardley, who runs the Tallulah Rose Flower School in Bath, has introduced a new course for this spring. "Our new Living Wreath course (March 5th and April 24th) combines the floral with the botanical to create a wreath that keeps on giving," she says.



Egg wreath and speckled eggs both: www. the.net

Reimagined eggs make pretty presents

5 Reinvent the traditional Easter egg

Eggs don't all have to be eaten! Get creative with your designs and use paper mache, découpage or real eggs painted in pastel shades. "Display them in upcycled egg cartons and decorate with paper frills and flowers," says Blush Craft's Vicky Sheridan.

8 Bake Easter themed sweet treats

Whether you're making them to sell on your stall or to give to your kids as an Easter treat, biscuits are a long-standing tradition at this time of year. For 2015, why not give the usual spiced cookies a twist by cutting them into fun springtime shapes and icing them in pretty pastel shades?



Who could resist a bunny-shaped biscuit?

3 Get snapping in a spring setting

Make use of the vibrant landscape and flourishing spring features around you to photograph your products, as Jodie Bond from The Moss Letter Company did last March. "I used Facebook to send a call-out to other suppliers to collaborate on the shoot. The results were really magical!"



Visit redtedart.com for an Easter tree project

www. the.net

6 Get busy card making

Many shoppers will simply want a special card to give to friends or relatives. Stock up on supplies in the latest colour trends, as editor of *Quick Cards Made Easy*, Cath Dean, advises: "Modern pastels are huge for Easter this year and clean, simple cards are making a comeback, too. Try heat embossing with metallic powder - an Easter egg design with gold details will look stunning!"

9 Go classic vintage

Using original vintage materials will ensure Easter decorations are used year after year. Vicky Trainor sells vintage haberdashery at theinengarden.co.uk, all of which is salvaged from beautiful old bedspreads, clothing or table linen. "My cut-flower packs are iron-on printed fabric which can adorn any floral project."

Patchkins



7 Make an Easter tree for a great display

Painted branches decorated with hanging ornaments and flowers make a fantastic display for your dining table, but they're also a savvy way to hang jewellery and Easter decorations on your craft stall. Blogger Maggy Woodley from redtedart.com loves making them at home with her kids. "Decorating a tree is a wonderful way to build memories, and is a great way to discuss the seasonal changes happening around us."

10 Create cute characters

Tempt customers to your online shop with sweet Easter animals to guarantee that 'aww' factor. Louise Rowe sells sewing patterns on Etsy and says her Easter bunny design is really popular. "Make it even cuter and add a basket filled with chocolate." 



Georgina the Giraffe

Our irresistible amigurumi giraffe will bring 'ahhh' factor to your craft stall and kerr-ching factor to your cash register this spring! **By Liz Ward**





INFORMATION

Materials

- *50g DMC Natura 4ply in Canelle (N37), Siena (N41) and Giroflee (N85)
- *3mm (UK 11) crochet hook
- *15mm black toy safety eyes
- *Wool needle
- *Toy stuffing and pellets
- *Beige felt
- *Brown embroidery thread
- *Clear fabric glue
- *Fake eyelashes

Size: 30 x 20cm (11³/₄ x 8in)

Skill level: Moderate

You can't have missed the amigurumi craze that's sweeping the craft nation. These offbeat characters are huge with collectors and people who love all things cute, and we think our charming giraffe will draw crowds to your stall. After all, who could resist those huge eyes and fluttering lashes? Our giraffe is simple to make and uses very little yarn, so is great for turning a quick profit. Grab your hook and get started and you'll soon have a best-seller for your spring collection.

ABBREVIATIONS

BLO	work the back loop of the stitch only
ch	chain
dc	double crochet
dc2tog	double crochet the next two stitches together
sl st	slip stitch
st/sts	stitch/stitches

SAFETY FIRST Our giraffe is not designed as a toy or meant for young children. Always ensure your work is well-stitched and loose parts are securely attached. **Remember, if you intend to sell this, even if not as a toy, there are strict regulations to adhere to. Visit craft-seller.com for advice.**

How to make the giraffe

EYES

Make the eyes first. Cut two circles of felt slightly larger than the safety toy eye and blanket stitch around the edge of each one with two strands of brown embroidery thread. Cut a hole in the centre of each felt circle to insert the post of the toy eye later. Cut two rectangles of felt slightly larger than the toy eye for eyelids. Coat the top third of the toy eyes with fabric glue. Mould a felt piece over the glued area, so it covers half the eye. Leave to dry, then cut off the excess. Attach eyelashes to the edge of the eyelid – stitch to the felt for extra security, then cut off any excess. Push the decorated eyes through the holes in the eye patches, then put to one side.

LEGS

Make 4 in Siena.

Make a magic ring and work 6dc into the ring. 6sts.

Round 1: 2dc into each st to the end. 12sts.

Round 2: (dc in the first st, 2dc in the next st) repeat to end. 18sts.

Round 3: (dc in the first 2sts, 2dc in the next st) repeat to end. 24sts.

Round 4: BLO dc in each st to the end. 24sts.

Rounds 5-6: dc in each st to the end. 24sts. Change to Giroflee yarn.

Round 7: dc2tog, dc in each st to the end. 23sts.

Round 8: dc in each st to the end. 23sts.

Rounds 9-18: Repeat the last 2 rounds 5 more times. 18sts at end of round 18.

Rounds 19-26: dc in each st to the end. 18sts. Fasten off.

Stuff with toy stuffing pellets to make the finished giraffe stand up or with normal toy stuffing if you want a soft plush toy.

BODY

Make 1 in Giroflee yarn.

Make a magic ring and work 6dc into the ring. 6sts.

Round 1: 2dc into each st to the end. 12sts.

Round 2: (dc in the first st, 2dc in the next st) repeat to end. 18sts.

Round 3: (dc in the first 2sts, 2dc in the next st) repeat to end. 24sts.

Round 4: (dc in the first 3sts, 2dc in the next st) repeat to end. 30sts.



Round 5: (dc in the first 4sts, 2dc in the next st) repeat to end. 36sts.

Round 6: (dc in the first 5sts, 2dc in the next st) repeat to end. 42sts.

Rounds 7-20: dc in each st to the end. 42sts.

Round 21: (dc2tog, dc in the next 5sts) repeat to end. 36sts.

Round 22: (dc2tog, dc in the next 4sts) repeat to end. 30sts.

Round 23: (dc2tog, dc in the next 3sts) repeat to end. 24sts.

Round 24: (dc2tog, dc in the next 2sts) repeat to end. 18sts.

Round 25: (dc2tog, dc in the next st) repeat to end. 12sts. Stuff now.

Round 26: (dc2tog) repeat to end. 6sts. Fasten off and sew closed the gap in the bottom of the body.

HEAD

Make 1 starting in Canelle yarn. Ch 5.

Round 1: dc in second ch from hook, dc in next 2sts, 3dc in last ch st, turn and work along the back of the ch, dc in 2sts, 2dc in last st. 10sts.

Round 2: (dc in the first st, 2dc in the next st) repeat to end. 15sts.

Round 3: (dc in the first 2sts, 2dc in the next

st) repeat to end. 20sts.

Round 4: (dc in the first 3sts, 2dc in the next st) repeat to end. 25sts.

Round 5: (dc in the first 4sts, 2dc in the next st) repeat to end. 30sts.

Round 6: (dc in the first 4sts, 2dc in the next st) repeat to end. 36sts.

Round 7: (dc in the first 5sts, 2dc in the next st) repeat to end. 42sts.

Round 8: (dc in the next 6sts, 2dc in the next st) repeat to end. 48sts.

Rounds 9-13: dc2tog, dc in each st to the end.

Change to Giroflee yarn.

Rounds 14-26: dc2tog, dc in each st to the end. 30sts at the end of round 25.

Insert the eyes now on round 15 (one above the colour change) and 9sts apart.

Round 27: (dc2tog, dc in the next 3sts) repeat to end. 24sts.

Round 28: (dc2tog, dc in the next 2sts) repeat to end. 18sts.

Round 29: (dc2tog, dc in the next st) repeat to end. 12sts. Stuff now.

Round 30: (dc2tog) repeat to end. 6sts.

Fasten off and sew closed the hole at the back of the head.

NECK

Make 1 in Giroflee yarn.

Make a magic ring and work 6dc into the ring. 6sts.

Round 1: 2dc into each st to the end. 12sts.

Round 2: (dc in the first st, 2dc in the next st) repeat to end. 18sts.

Round 3: (dc in the first 2sts, 2dc in the next st) repeat to end. 24sts.

Round 4: BLO dc in each st to the end. 24sts.

Round 5: (dc in the first 11sts, 2dc in the next st) repeat to end. 26sts.

Rounds 6-8: dc in each st to the end. 26sts.

Round 9: (dc in the first 12sts, 2dc in the next st) repeat to end. 28sts.

Rounds 10-12: dc in each st to the end. 28sts.

Fasten off and stuff well.

Use the photo as a guide to sew the closed end to the underside of the neck and the open end to the front of the body. Sew the legs on the underside of the body.

EARS

Make 2 in Giroflee yarn.

Make a magic ring and work 4dc into the ring. 4sts.

Round 1: (dc in the first st, 2dc in the next st) repeat to end. 6sts.

Round 2: (dc in the first 2sts, 2dc in the next st) repeat to end. 8sts.

Round 3: (dc in the first 3sts, 2dc in the next st) repeat to end. 10sts.

Round 4: (dc in the first 4sts, 2dc in the next st) repeat to end. 12sts.

Round 5: (dc in the first 5sts, 2dc in the next st) repeat to end. 14sts.

Rounds 6-8: dc in each st to the end. 14sts.

Fasten off. Pinch the bottom edge together and sew in place on the sides of the head.

HORNS

Make 2 in Canelle yarn.

Make a magic ring and work 6dc into the ring. 6sts.

Round 1: 2dc into each st to the end. 12sts.

Rounds 2-3: dc in each st to the end. 12sts.

Round 4: (dc2tog) repeat to the end. 6sts.

Rounds 5-6: dc in each st to the end. Fasten off, stuff and sew in place on the head.

LARGE SPOTS

Make 8 large spots in Siena yarn. Make a magic ring and work 6dc into the ring. 6sts.

Round 1: 2dc into each st to the end, sl st to join. 12sts.

Fasten off and sew in place randomly over the body and neck.

SMALL SPOTS

Make 7 small spots in Siena yarn.

Make a magic ring and work 6dc into the ring, sl st to join. 6sts.

Fasten off the yarn and sew in place randomly over the body.

MANE

Make 1 in Siena yarn.

Ch 62.

Dc in second ch from hook and work along ch as follows, (ch1, dc in next st) repeat 9 more times, (ch2, dc in the next st) repeat 14 more times, (ch3, dc in next st) repeat 9 more times, (ch2, dc in the next st) repeat 14 more times, (ch1, dc in next st) repeat 9 more times.

Fasten off. Fold in half and sew in place along the neck of the giraffe.

TAIL

Plait three lengths of Giroflee yarn together.

Knot the end and sew securely in place, to complete your giraffe.



You've made it, now sell it...

Follow our top selling tips and watch your order book fill up with giraffe requests!



1 Find out what's trending. Amigurumi attracts people who like fun, so look to design magazines and social media to find out the what the next character craze will be. Regularly updating your range will ensure a constant flow of sales and gain you a reputation for being current.

2 Be on the ball. Impress online shoppers with a fast turnaround to get good feedback and create a positive impression for potential new customers. Make sure you check your spam folder so you don't miss any enquiries.

3 Shout handmade! Promote the care that has gone into creating your giraffe. People love to buy something unique, so vary the embellishments on each one and let shoppers know that no two characters are ever the same.

4 Send happy post. Instead of bombarding customers with marketing flyers, send a beautifully

handwritten thank you note, letting them know where they can see more of your range. Little touches like this can turn a one-off buyer into a life-long customer.

5 Size matters. It can be hard to tell the real size of amigurumi online, so make sure you let people know the dimensions of your giraffe in the written spec to avoid any disappointed returns.

6 Do your homework. Choose your craft fairs and markets wisely. Find out if anyone else will be selling similar goods to yours, and ask how the event will be advertised. There's nothing worse than a market with no footfall, so research events well to ensure a successful day of selling.

7 Be easy to find. When selling online, tag your images with keywords so you are easy for search engines to find. Be as descriptive as you can and update regularly to incorporate annual gift-giving occasions such as Mother's Day and Easter.


8 Write a press release. Send info about your latest makes to craft bloggers to get on their radar. If they write about your products, then you can potentially be introducing your characters to a whole new customer base.

9 Don't forget those hidden costs. When selling online, make sure you take into account posting costs. The price for shipping should include the price of the envelope or box it is packaged in, plus any bubble wrap and mailing labels as well as the cost of postage.


10 Shop smart. Buy your raw materials from a wholesaler to keep your making costs down. Paying retail prices will really eat into your profits, so find good wholesale suppliers for a healthy bottom line. 💰

NOW SELLING ON...



 **NOTHS:** Handmade Giraffe Knitted Doll by Dassie, £9.95



 **Etsy:** Crochet Stripy Giraffe by Gladforgarn, £21.20



 **Etsy:** Hand Crocheted Amigurumi Giraffe by Chaos Crochet, £25

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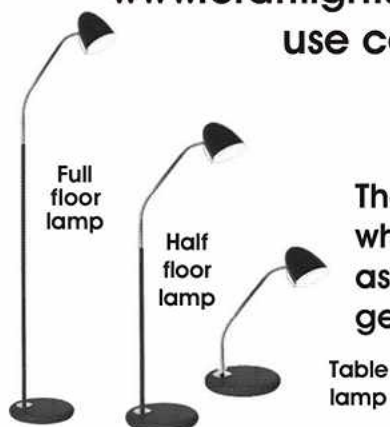
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5 ENTER

Discover a wealth of great crafty giveaways

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Our experts

There's no question that's too big or too small for our crafting gurus

JOANNE DEWBURY is a multi-award-winning small business owner, a successful author and blogger, as well as being a busy mother of three.



ERICA MARTYN Creative designer Erica has developed a knowledge of CE marking through self-assessing her toys since 2011 and now helps other artisans achieve the same.



SUSANNAH BRADLEY is the Seller Development Specialist at Etsy UK and helps Etsy sellers to optimise their creative business. She is also an artist with her own Etsy shop.



DAVID WARRILOW is a patent and trademark attorney who founded London IP in 2009 (londonip.com), a law company that represents a diverse range of clients.



IMAGE: www.pixelsize.com

Craft catch-up

Q I've just graduated and dream of setting up my own craft business. The online community have been wonderful but I would love to actually meet up with people who may be able to help or are in the same position. What is the best way to go about this?

JEANNE ROBINSON, KINGSTON

A JOANNE SAYS: Online is always a great way to arrange offline meetings. Search on Twitter for your local #hour. For example, mine is #DorsetHour 7:30-8:30pm on a Monday night. This is a great way to network with local small businesses and to find out any local networking opportunities. Women in Business, Networking Mummies LTD, the Chamber of Commerce and Etsy often have local groups that are well worth checking out. You could also start your own group by looking at connecting with craft cafés and haberdasheries who might be interested in hosting craft networking events.

Pricey post

Q I have just set up my craft business from home and while I'm getting a few sales, I'm struggling with postage costs – some of my items cost more to post than to sell!

ALEXANDRA HEALEY, NOTTINGHAM

A SUSANNAH SAYS: You might be thinking the shipping prices are putting people off, but online buyers are used to paying additional charges for shipping. If it's clear the item is coming from overseas, they're more likely to be flexible on spending more. If you want to make the shipping costs appear less than the item value, you could transfer some of the postage costs to the product itself. You could also offer postage discounts for additional items. For more tips on postage and setting up your craft business, check out the Etsy seller handbook at etsy.me/seller-handbook.



Don't let your postage pack you in

IMAGE: www.berryred.co.uk

MY TOP
10 TIPS

ELLA GOODWIN is an illustrator and designer whose often cat-themed work can be found at [etsy.com/uk/shop/ShopMissElla](https://www.etsy.com/uk/shop/ShopMissElla)

- 1 Set yourself mini goals and make it public on your blog so you'll have to do it.
- 2 Get up early and enjoy relaxing in the evening.
- 3 Back up everything you do regularly.
- 4 Get out and about selling to see what customers like.
- 5 If you sell online, learn about SEO.
- 6 Join communities and groups of like-minded people.
- 7 Don't think of every idea as something to make money with.
- 8 Listen to your body and take a day off to chill out and refresh.
- 9 Share with your crafting colleagues.
- 10 Get outside and go for a walk or a run – it's great for the body and soul.



Safe and sound

Q I'd love to add fun noises and squeaks to my baby toys but I'm not sure how safe they are.

GEORGINA PEARCE, BRISTOL

A ERICA SAYS: Internal components for toys such as squeakers, rattle discs, crinkle material, jingle columns and so forth are completely safe to use as they shouldn't be accessible to a child within a finished toy. Advice from the UK testing house, MTS, is to enclose the insert inside a fabric case before embedding into the stuffed toy for additional safety. If you are selling your toys, then the actual inserts themselves do not need to be tested through the EN71 part three. However, the finished toy itself will need to have been tested in accordance with the EN71 toy safety directive. Visit mts-global.com for more advice and information.

What's in a name?

Q I've read something about having to have a .uk domain now. Does this mean I have to transfer my co.uk address and will it cost me much? Is it something that has to be done soon?

LIZZIE CHAPMAN, SURREY



This month our top Facebook question is...

Q I've heard people talking about a weft when they're sewing..what is it?
Nancy Brannigan

A ERICA SAYS: The line of thread moving from selvage to selvage is called a weft. In sewing, the weft is mostly referred to as the crosswise grainline. The next time you buy fabric, watch the fabric being cut. It will be cut along the crosswise grain.

Leave your website domain where it is



IMAGE: www.aspace.co.uk

A JOANNE SAYS: It's still early days with the .uk domain to know whether it's the new best thing or if it will flop, so don't rush to get rid of your co.uk domain just yet. I know people who purchased a .me.uk domain and then struggled with it not being the norm. However, it's worth considering buying your business name as .uk if you already own the co.uk account so it will be reserved for you. This costs around £12 for two years and you could redirect the .uk domain to your homepage. Your domain supplier and website provider should be able to help with this.

ESSENTIAL CRAFT TOOL



NAME: Sakeena Edo
SHOP: Lumiere de Londres
WEBSITE:
 lumieredelondres.com
 Type: Candle Making and Natural Beauty Workshops
TOOL: Silicone moulds
AVAILABLE: Most good craft shops
COST: Varies from £1-£10

"For me, silicone mould is the best invention since sliced bread! Whether you're making soaps, candles or throat lozenges, the process couldn't be any easier. Just pour the mixture in, allow to set and then simply tease out of the mould. They require no extra ingredients like silicone spray or mould release. They are also very cheap and re-usable, which helps to reduce our waste. Plus, they come in a multitude of colours and shapes to suit any project. These moulds have just made my life so much easier especially when running workshops where you need everything to go smoothly. If a student has a product stuck in a mould that you need to help them rescue, it completely interrupts the flow and timing of the workshop. Because they're so reliable, they really help calm my stress levels when making products to sell. Rumour has it they're extremely good for baking as well!"

Copy that!

Q I'm thinking about setting up my own handmade card business. My artwork uses collage style images. Is it safe to use what I want as long as it doesn't bear the copyright sign?

CAROLE BROCKWAY, BRADFORD

A DAVID SAYS: Just because something doesn't bear the copyright symbol doesn't mean that it's not protected by copyright. For example, as soon as something is written out, the author automatically owns the copyright. Conversely, something bearing the copyright symbol might not be protected by copyright, as there are no restrictions on its use in the UK (unlike the ® symbol that can only be used next to registered trademarks). Old pictures may be out of copyright, if it's 70 years from the author's death, but most will still be protected.



Be careful not to step on anyone's toes when it comes to sourcing images

To minimize the infringement risk, you may need to pay for a license or find a source of 'copyleft' pictures. Have a look at morguefile.com where you'll find a varied selection of high resolution images that are free to use.

GUEST SPEAKER



Michael Jacobsen is an Australian-born entrepreneur. He draws on his rich experience of owning and operating global entertainment businesses to provide the practical guidance that creative start-ups need to get going. Here he talks about the importance of daydreaming.

What is vision? It's the ability to look at what everyone else is looking at, but to see the potential waiting there to be unlocked. It's the gift of being able to dream with your eyes wide open with your energy and intellect fully on the job. It's the skill to see the goal before the journey has even begun. The vision is the setting of the course for the journey ahead.

Vision is standing for something in such a way that others will see what they can achieve if they join you on the journey. It's the light that illuminates the organisation you are building.

At school we are taught not to daydream, but in business we must daydream. This is the critical time at which the vision will be established and the path to implement it will become clear. Only those who look into the distance can free themselves from the confines of present limits.

Entrepreneurs should daydream often - in fact daily. Bill Gates was renowned, when CEO of Microsoft, for taking weeks out each year just to dream and set strategy. Modern companies such as Google are even building their offices in a daydream-friendly manner to encourage all employees to be able to access this part of their brains at any time during the day. The very windows in your workspace are an invitation to look beyond its confines. The sky is not the limit; dreams will take you further.

Craftseller readers can benefit from a special discount when they purchase *The Great British Entrepreneurs Handbook 2015* for £9.50 plus P&P (RRP £12.99) by visiting **harriman-house.com** and using the code **CSGBEH_Pb**



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3

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4



5

1 IN STITCHES

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2 JUNIOR CRAFTERS

Start little crafters early with this superb new book, *Sew Fab: Sewing and Style for Young Fashionistas*. Packed with gorgeous illustrations and fun projects, this crafty must-read teaches

8-13 year olds all they need to know to sew their very own unique wardrobe. We have seven copies worth £12.95 to give away.

Visit laurenceking.com

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3 STYLE SHIFT

Make a frock that rocks with this shift dress kit from Sew Over It. With lots of customisation options, it's so easy to make a dress to impress. We have four sets worth £30 to give away.

Visit sewoverit.co.uk

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4 CRAFT CRATE

Restock the craft stash with this hamper of haberdashery and craft goodies worth £120 from crafty creatives, Sew Much Crafts.

Visit sewmuchcrafts.com

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5 WEBSITE WHIZZ

You could win this three-year personalised website worth £130 from computer experts, klikcraft – for one lucky reader only!

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6 HATS OFF...

Get ahead with this Luca Pom Hat Kit from Stitch and Story. With chunky merino wool, bamboo knitting needles, and basic crafting instructions, you'll be sure to turn heads year after year in this timeless make. There's three kits worth £35 each to give away.

Visit stitchandstory.co.uk

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7 SOAP SOCIAL

Win a leisurely day out for you and a friend at one of The Soap Kitchen's soap making courses. Learn how to make your very own creative cosmetics at the company's brand new studio before enjoying a buffet lunch. We have one workshop for two people worth £120.

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8 COUTURE CRAFT

Spruce up your sewing smarts with this advanced course from seamless stitchers, Sew Pretty. Set in an idyllic Wimbledon studio, this four-week course is designed for those who know their way around a sewing machine and are ready to tackle tailored garments. Learn how to make a lined tote bag, a stylish dress and most importantly, gain the confidence to apply a professional finish to any and all garments. You'll never shop from the rack again if you win this course worth £140.

Visit sewpretty.me.uk

To enter text **CSPRETTY** followed by your name, address and email to **87474***



More ways than one

Jump on the trend for map-themed homewares with our super-quick makes and navigate your way to a tidy profit! **By Claire Watkins**





INFORMATION

Materials

- * Old maps
- * Wooden heart shapes
- * White mount board
- * Cork coasters
- * PVA glue
- * Craft knife and cutting mat
- * Brush
- * Clear gloss spray
- * Baker's Twine
- * Pencil

Sizes: Heart - 7.5 x 8cm (3 x 1/4in)

Bookmark - 19 x 4.5cm
(7 1/2 x 1 3/4in)

Coaster - 10cm (4in) diameter

Skill level: Easy

Using old maps in your makes is a really cool upcycling technique that will give you on-trend stock in an instant. You can easily pick up old maps at car boot sales – look for ones with unusual features or a variety of colours to give each project a different feel. We've turned ours into coasters, bookmarks and heart decorations – the simplicity of these means they're quick to work up, and the fact that you can create many things from just one map makes them the perfect project to boost those profits!



How to make the map set

How to make the wooden hearts

- 1 Choose an interesting area of the map and place the wooden heart over it. Cut out, trimming as close to the edge as possible, using a craft knife and cutting mat.
- 2 Stick the map heart shape onto the wooden heart using a coat of PVA glue. Trim away any excess map that is hanging over the edge. Repeat this process to cover the reverse side of the wooden heart.
- 3 Loop a length of Baker's Twine through the hole in the top of the heart then tie the other end in a knot to make the hanger.



How to make the bookmarks

- 1 Cut a piece of mount board measuring 19 x 4.5cm (7 1/2 x 1 3/4in). Choose an interesting area of the map and place the mount board over it. Mark 0.5cm (1/4in) above and below the short ends of the mount board and draw a rectangle 10.5cm (4in) long. Cut out using a craft knife.
- 2 Fold the map 1cm (1/4in) over onto the long side of the mount board, then continue to fold the map tightly around the mount board.
- 3 Once the folds are in place, unwrap the map from the mount board and coat the reverse of the map with PVA glue. Wrap the map around the mount board as before, making sure the edges, top and bottom are level and equal. Leave to dry.
- 4 Once dry, trim away any excess map paper from the along the length of the bookmark, and trim the top and bottom tight to the edge of the mount board.

- 2 Stick the map circle onto the coaster using a coat of PVA glue. Trim away any excess map that is hanging over the edge.
- 3 Once the glue is dry, brush a light coat of PVA glue over the top of the coaster to seal the map print. When this is dry, give the coaster a coat of clear gloss spray. 📌

How to make the coasters

- 1 Choose an interesting area of the map that you would like to show on the coaster and place it face up onto a cutting mat. Put the coaster over the area you wish to use, then cut around the edge using a craft knife, cutting as close to the edge as possible without cutting the cork coaster.



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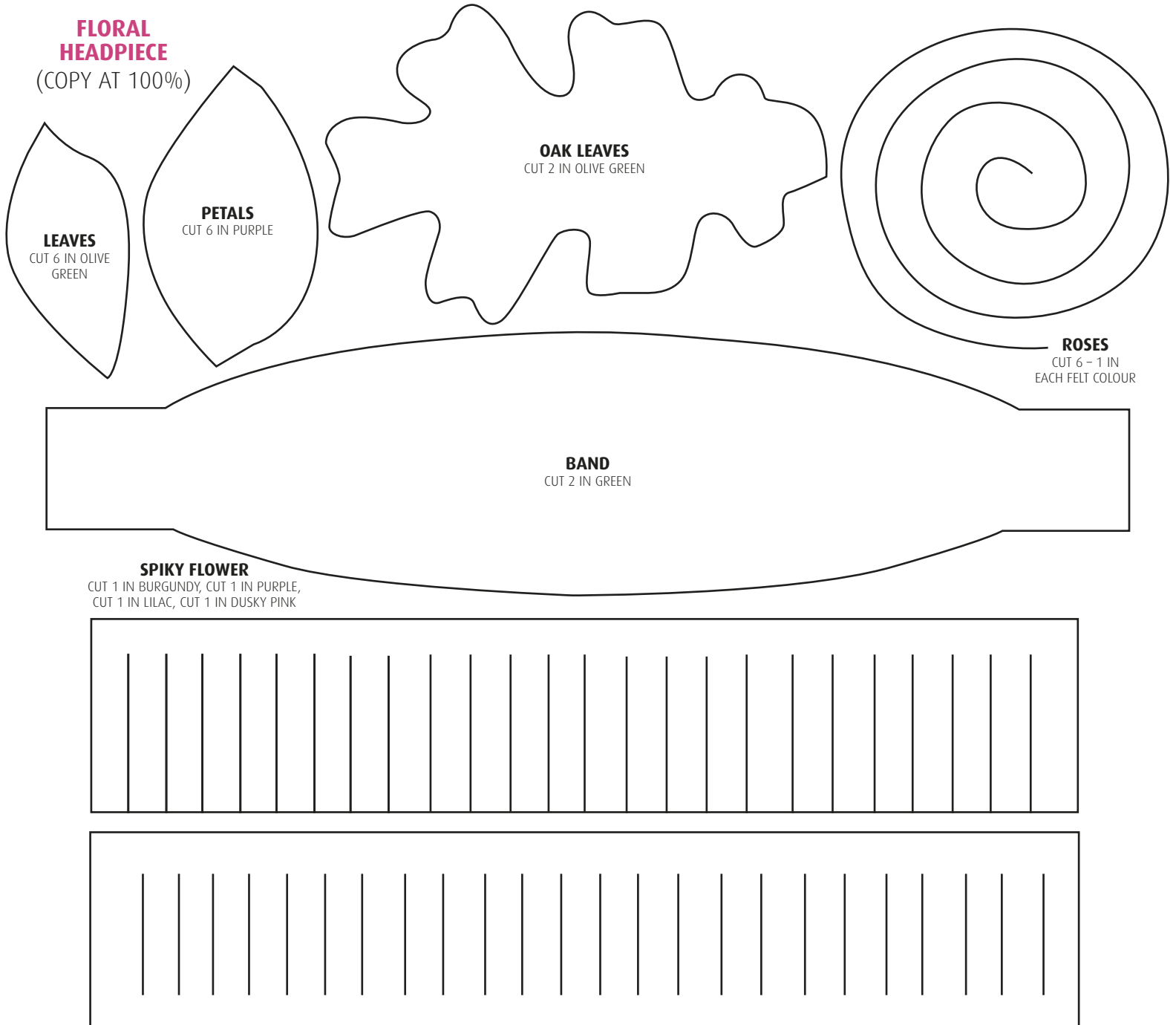
TOP TIP

Visit craft-seller.com/free-downloads to print all our templates at 100%, ready to use

Templates

Use these templates to make the felt bunnies on page 16, the gift tags on page 27, the papercut canvas on page 34, the headpiece on page 44, the Mother's day cards on page 49 and our cat cushion on page 64

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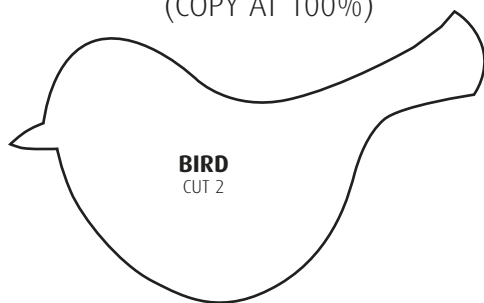


POM-POM FLOWER
CUT 2 IN LIGHT PINK, CUT 2 IN DUSKY PINK

**PAINT CHART
TAGS**
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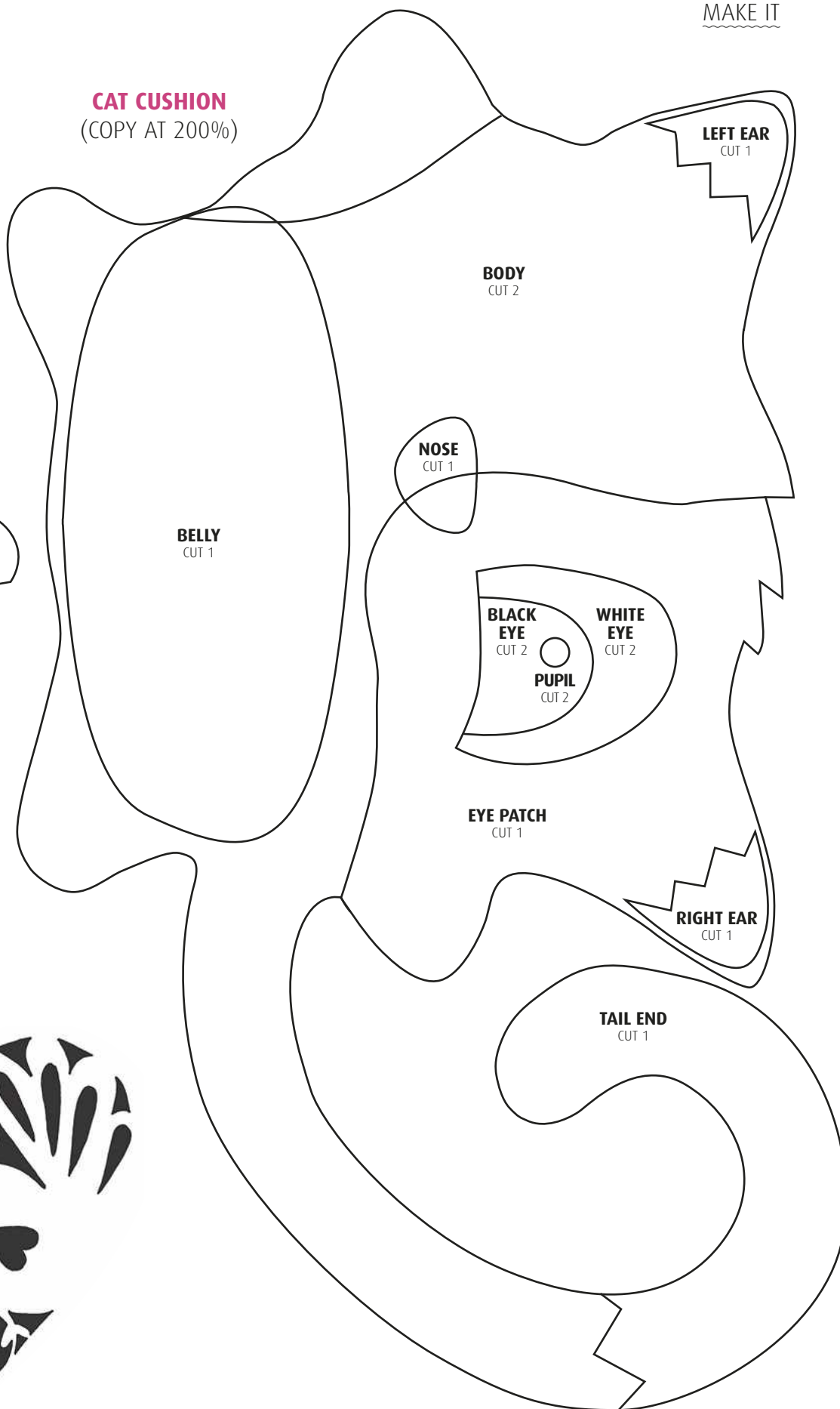
**MOTHER'S DAY
CARD**
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CANVAS PICTURE
(COPY AT 200%)

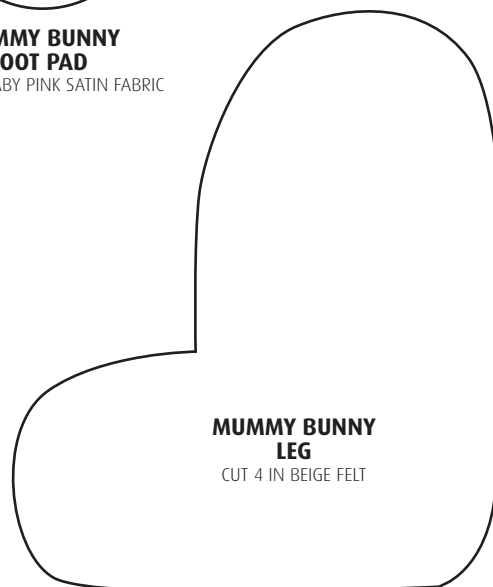
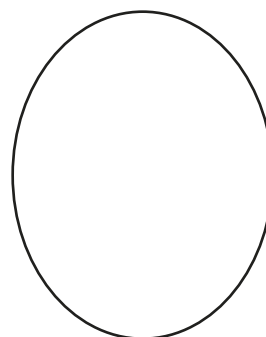
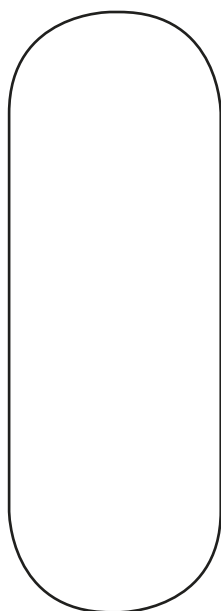
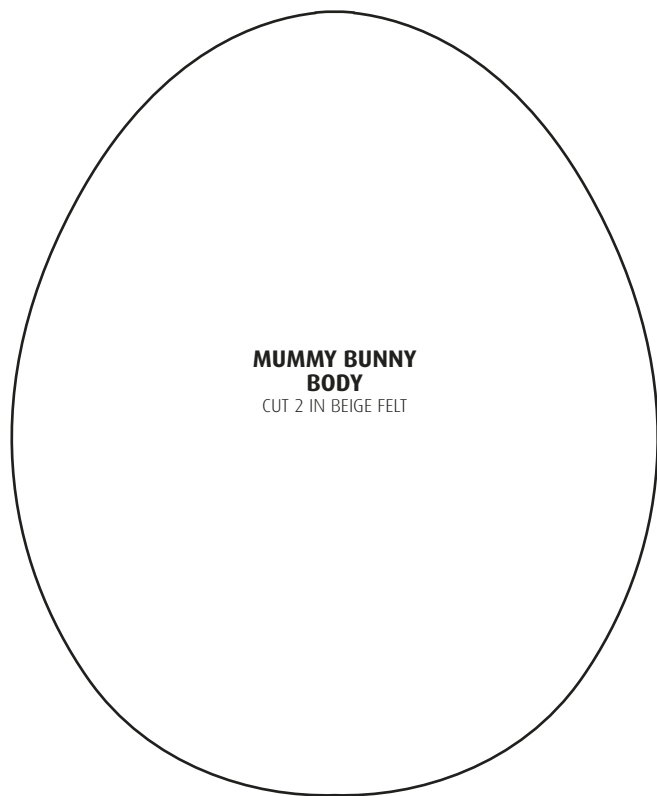


CAT CUSHION
(COPY AT 200%)



MAKE IT

FELT BUNNIES
(COPY AT 100%)



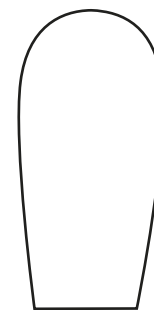
MAKE IT



BABY BUNNY BODY
CUT 2 IN DITSY FABRIC



BABY BUNNY HEAD
CUT 2 IN BEIGE FELT



BABY BUNNY EARS
CUT 4 IN BEIGE FELT
CUT 2 IN BABY PINK SATIN FABRIC



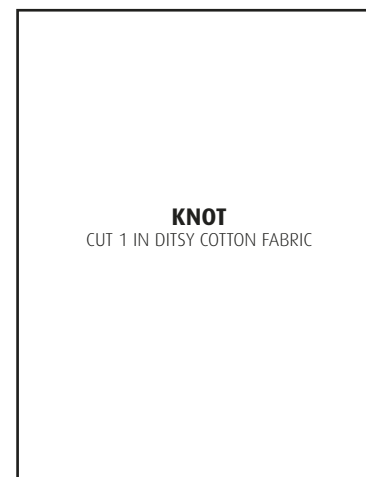
BABY BUNNY NOSE
CUT 1 IN PINK FELT



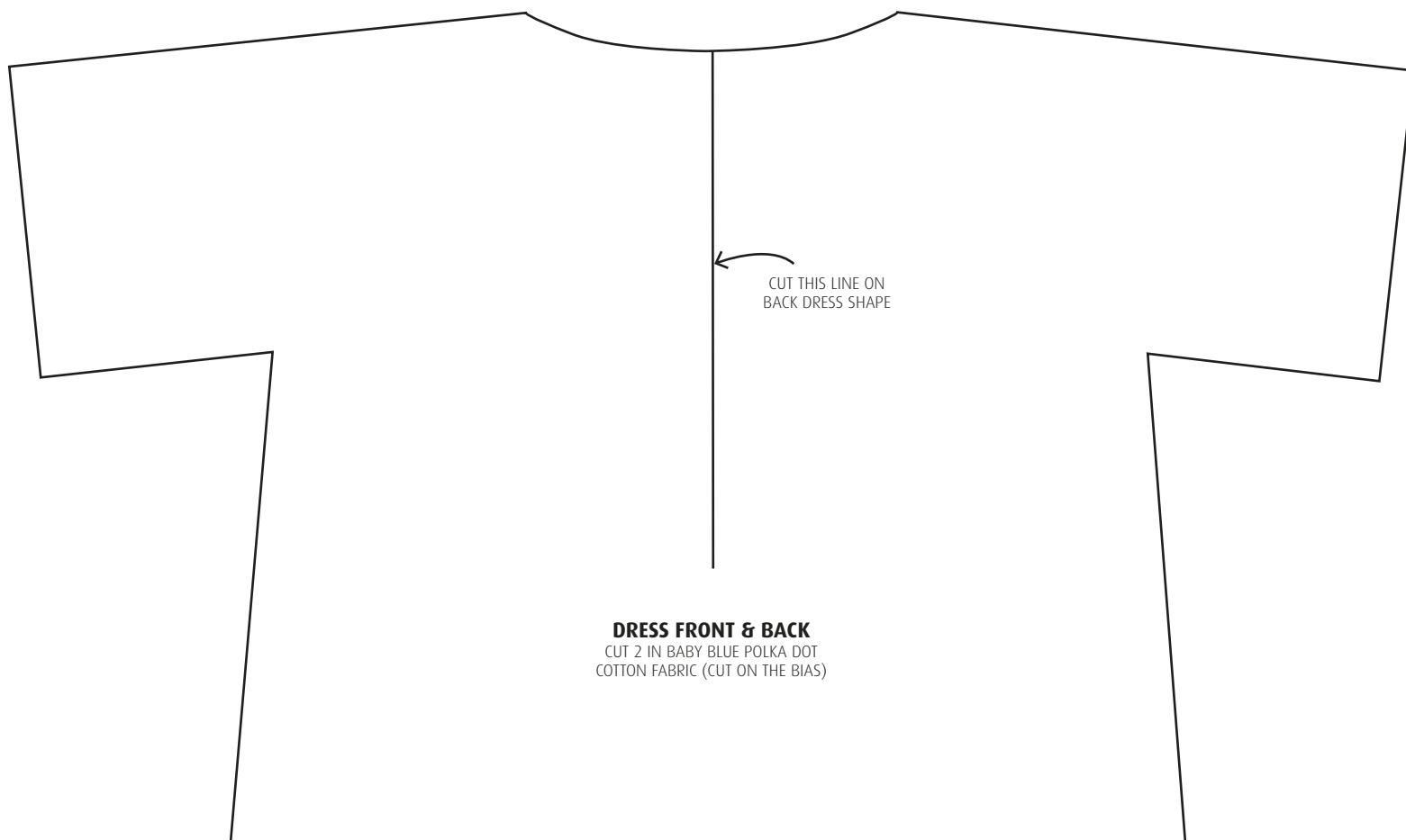
BOW
CUT 2 IN DITSY COTTON FABRIC



PINNY
CUT 1 IN WHITE COTTON FABRIC



KNOT
CUT 1 IN DITSY COTTON FABRIC



DRESS FRONT & BACK
CUT 2 IN BABY BLUE POLKA DOT COTTON FABRIC (CUT ON THE BIAS)

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Online loves

Here are just some of our favourite makes from the exciting designers and crafters we've discovered this month

Perfect for a tooth fairy arrival



Gifts

- * Cook up a storm with your mini-me in this apron set – a perfect gift for Mother's Day.
- * **Printed Personalised Apron Set by 3 Blonde Bears, £34 on noths.com**



Quirky

- * Hang this off-the-wall planter in the kitchen for a burst of springtime green.
- * **Ceramic Indoor Planter by Jo Lucksted Ceramics, £27 on folksy.com**



Cute

- * Make magic and welcome the little people in with this ever-so-sweet fairy door.
- * **Fairy Door by the Irish Fairy Door Company, £16.99 on thegift oasis.com**



Fashion

- * Give the greyest of clouds a silver lining by twirling and swirling in this jolly skirt.
- * **Rainy Day Cotton Skirt by There's Only One Amy Laws, £30 on folksy.com**



We love the green and gold colour combo

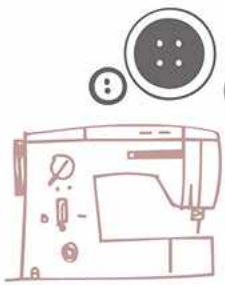
Accessories

- * We've fallen head over heels for these delicate drop earrings dripping in elegance.
- * **Teardrop Gold Plated Earrings by SilentRoses, £17.60 on etsy.com**



Home

- * Bring some oriental opulence to your home with this gold-gilded cabinet.
- * **Small Chinese-style Cabinet in Blue by Candle and Blue, £195 on noths.com**



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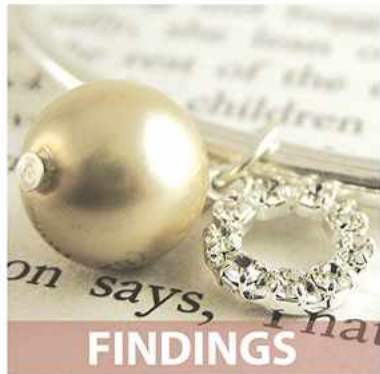
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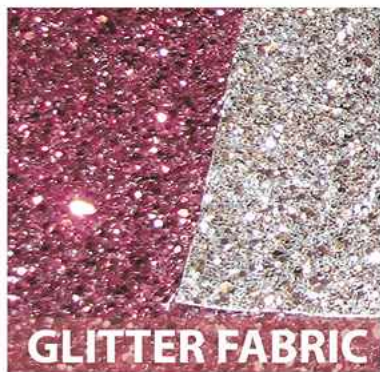
diamanté - ribbon - sequins - trimmings - buttons - studs - glitter
CRAFT - HABERDASHERY - FASHION - JEWELLERY - INTERIORS



DIAMANTÉ



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GLITTER FABRIC



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